

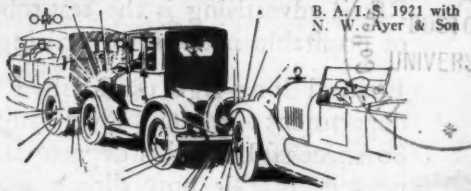
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

1732

OL. CXXII, No. 1 NEW YORK, JANUARY 4, 1923

10c A COPY



B. A. I. S. 1921 with
N. W. Ayer & Son

Armor against fate

MAN trusts his own abilities to keep his motor car clear of chance bridges and culverts, trees and telegraph poles. But on the road there are other cars with other drivers, over whom he has no control.

A man and his car—if they are to come through unscathed or at all—are in dire need of an "Armor against Fate." To provide that armor is the achievement of our client, the Metal Stamping Company, of Long Island City, New York. In actual, practical tests the worth of the Lyon Resilient Bumper has been repeatedly demonstrated. And, like the ancient coat of mail, it is a thing of beauty as well as strength.

Naturally, advertising of an article so positive in strength itself becomes positive. It tells graphically, sharply, stoutly what the Lyon Bumper will do, what it can withstand in the vicissitudes of the highway. And it has brought results equally positive. Sales leadership has come to the Lyon Bumper, not only because it is a dependable "armor against fate," but because the motorist has been told of that dependability.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

The Test-Tube of Advertising

Retail advertising is the test-tube of profitable national advertising.

Federal long ago established a department for retail advertising. So successful has this department proved, that it now directs and prepares the advertising for twelve New York stores, whose appropriations aggregate over a million dollars annually.

The great national advertisers who employ Federal find an invaluable asset in this intimate connection with the retail trade, as well as in this ability to gauge the buying pulse of the public.

Know the men who know your market



**FEDERAL ADVERTISING
AGENCY, INC.**

SIX EAST THIRTY-NINTH STREET - NEW YORK

Issued
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June 2

VOL. 6

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXII

NEW YORK, JANUARY 4, 1923

No. 1

The Potential Advertisers of 1923

A Discussion of the Old Question, "Where Is the New Advertising Coming From?"

By Roy Dickinson

SO often a business writer sets down at the start of a new year the four fundamental reasons why business is going to be good, better or best; exactly where the big developments in the coal, iron, chewing gum or fruit industries are to be expected, and then finds that a development in Sakhalin, a situation on the Black Sea, the Near East or a Fascisti movement has sent his prized predictions aglimmering.

The writer, therefore, on this occasion has decided to leave prophecies and forecasts to prophets. He is not setting down his opinions on where all the new advertising for 1923 is going to come from. He feels confident that a great many names hitherto unknown will be a part of the general vocabulary of the people by next Christmas. But he modestly disclaims any attempt or ability to point out from exactly what sources this new advertising is to be expected. There are many that are developing fast. There is great activity, for example, among farmers and renewed interest by them in the possibilities of association advertising. In addition to cucumbers, lettuce, tomatoes, grapes, potatoes, artichokes and the lowly onion, it is entirely possible that flax, cotton, tobacco, wheat, barley and other similar crops may be advertised co-operatively to the consumer.

Obvious among other prospective advertisers are established industries in the following fields: textile, radio, labor-saving ma-

chinery, labor-saving devices in the home, electrical, motion picture, building material, railroad, public utility and chemical. In most of these fields established firms, long known in their respective industries are considering the advisability of 1923 advertising. The acute labor shortage, the building boom, the new tariff, the stabilization of an industry, the building of consumer understanding, these are among the motives which will lead many old businesses to become this year's new advertisers.

There are many developments in all of the above industries. Many new campaigns are under way in some of them now. But rather than make any general predictions or, in the manner of the after-dinner speaker, sweeping generalities, it is rather the intention of this article to reiterate an old truth about advertising, tell an incident and then fall back on the views expressed by some twelve advertising agents who are actively engaged in the business of searching out new accounts for this coming year.

Let us consider the modern citizen. Then for the sake of example, let us place him in South Dakota.

As has frequently been said of him, he gets up at the alarm of a Connecticut clock, buttons his Chicago suspenders to his Detroit overalls, puts on a pair of cowhide boots made in Ohio, washes his face in a Pittsburgh basin, using Cincinnati soap and dries it on a

cotton towel made in New Hampshire. He draws his Syracuse chair up to a Grand Rapids table, eats his California orange, his hot biscuits made with Minneapolis flour, his Kansas City bacon, his Battle Creek cereal on his Trenton dishes. After a hard morning with his Cleveland-made tractor, he comes back to his Chicago meat, his Hoboken tea, his potatoes, grown in Maine, and cooked on a St. Louis stove and finishes up his lunch with canned fruit packed in California and seasoned with Rhode Island spices. After lunch he puts on his old felt hat made in Philadelphia, harnesses his Missouri mule, fed on Iowa corn, to an Indiana plow. At night after listening to his son accompany the Camden Victrola on an Elkhart Saxophone, he crawls under an Oregon blanket and is kept awake by a South Dakota dog—the only home product on the place.

CITIES THAT ADVERTISED PRODUCTS HAVE PUT ON THE MAP

The exaggerated case of our fellow citizen in South Dakota indicates once again that advertising makes a buying neighbor of a man thousands of miles away, and that individuals who consistently use advertising have made their cities and towns famous. There are many little factories off the main trunk lines which will be famous either this coming year or some years from now. There are many batons of national success waiting in the knapsack of these potential advertisers of tomorrow. There are many towns and cities that advertising has practically put on the map. Kewanee, Kokomo and Kohler for example, or Canajoharie, Oneida and Florence, Mass., or if you like them a little larger, Rochester, Troy, Akron, Waltham, Elgin, Grand Rapids, Battle Creek, Detroit. A considerable proportion of the prosperity of each of these towns or cities is due, in no small measure, to the path which advertising has beaten to their doors. Like ancient Damascus with its blades, the violins of Cremona, the tapestries of the Gobelines,

manufacturers have built a reputation for themselves and their cities, but in a few years instead of hundreds by using the modern power of advertising.

There are no less than 12,000 concerns and individuals listed as national advertisers today in one leading directory. Many of these confine themselves to direct-by-mail advertising or an occasional catalogue, but their inclusion in the list means they have started to look beyond their local limits and are beginning to market their products over a more extensive territory.

It is interesting to note how the example of national advertising develops new advertisers in the same industry often in the same city. Of the twelve advertisers listed under Attleboro eight are in the jewelry business. In Brockton eleven out of thirteen offer shoes, shoe trees and similar products concerning the feet. Of the nine on the list in Gloucester, seven have fish or fish products for sale. Almost all the big advertising manufacturers of Troy, N. Y., are interested in supplying the world with fresh collars and shirts—and referring to another of the products of our South Dakota friend, at least three separate concerns are making saxophones in Elkhart, Ind., and telling the world about them.

But you and I and Machinist Johnson may know about a tool concern in a town in Pennsylvania that no one ever heard of more than twenty miles away. We know that the tools are excellent and we have recommended them. As we travel cross country in the summer in our car we see little factories here, there and everywhere in the small towns making something which the people in that locality swear by. A vast potential power is in the grasp of these little concerns with a big local reputation. Their local reputation has come from long years of honest dealing and the building of a good product. This local reputation is the finest sort of preparation for invading the national market. Many of the familiar and friendly household



Miami, Florida

December 4, 1922.

Dr. Charles M. Sheldon

Editor-in-Chief

Christian Herald

New York City

My dear Dr. Sheldon:

"I greatly appreciate your kind words in regard to my book and the very generous review of it which appeared in your paper. You will be interested to know that twenty-seven thousand copies had been published up to a month ago. ***Your paper has led all other papers in the sale of the book.***

With good wishes, I am"

Very truly yours,

WILLIAM JENNINGS BRYAN.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Chicago Representatives:

Patterson & Coroner

225 N. Michigan Blvd.

Pacific Coast Representatives:

Blanchard-Nichols-Coleman

Los Angeles San Francisco Seattle

names of next year, five years and ten years from now are going to come from the manufacturers who are now building up a local reputation. Many of these men are now thinking about the possibilities of national advertising.

A STORY FROM KANSAS

Here is the story I threatened to tell. It is not about advertising but it is strong on this potentiality idea. A little boy in a Kansas town watched the tight rope walker with the wide-eyed admiration usually accorded visiting circus performers by the average local small boy. After the performer's act, the little fellow went around and picked up some of the performer's gaudy spangles from the ground where they had fallen. He took them to his mother and induced her to sew them to a pair of her stockings. With a little alteration these became the tights which the boy practiced with, on a rope, first tied low between the post of the woodshed and the staple by the kitchen door—then a little higher. Every day after school this boy and his little pal worked hard preparing themselves. This preparation broadened its scope gradually and a few months later became especially keen just before the annual Fourth of July greased pole climbing contest. Many of the boys of the town were practicing on poles. These two practiced on a *greased* pole. The day of the big event arrived. All the little boys in town were taking their try at the greased pole to win the first prize of \$5. An older brother who knew how hard our little friend had worked in preparation said, "Go on, Freddy, why don't you try it?" "Wait a minute," said the boy, "until they rub some of the grease off the pole."

And at the right time with his preparations all complete, knowing just what he wanted to accomplish, he climbed the greased pole and won "in a walk." Then he kept on with his practicing and preparation. He began to win a local reputation. Three years later after the local circus performance was over he saw to it

that he was observed by one of the tight rope walkers as he balanced himself on a guy rope. He obtained the interview he wanted and the job. He and his boy partner went with that little circus from town to town. From Westerville and East Kent, then progressing to Kokomo and Terre Haute, then with a bigger circus to New Orleans, finally to Chicago and New York. Then one night in London, years later, our little friend, now grown older and expert, said to his manager just after they had left the giant Hippodrome to the accompaniment of thunders of applause, "Who was that old gentleman I saw beating on the floor of the stage box with the leg of a chair?"

"That," said his manager, "was the King of England." And the now famous Fred Stone knew that his years of preparation had not been in vain, that he had finally arrived, that he had attained his objective.

That isn't an advertising story, but the pages of this issue could be filled with such stories about Beech-Nut, Hotpoint Irons, Three-in-One Oil, Pyrex Glass, Bradley Knitting Mills, White Kiddie Cars. Look over a list of famous names in almost any newspaper or magazine. There is a similar story of small local beginnings, discouragements, disappointments, preparation, opportunity and final accomplishment. And advertising has played a tremendous part in the success of all of them.

Reputation, today, has been linked up with localities as it was in the olden times when Delft became famous for its pottery, Sheffield for its cutlery and Sevres for its porcelains. But how much more quickly and effectively!

Winston-Salem isn't a big city as world big cities go, but the courage of one man plus the force of advertising has built up the biggest selling cigarette and one of the largest tobacco businesses in the world. There are potential Beech-Nut plants, potential Reynolds Tobacco Companies, potential big names in fifty other industries just as there are many potential Fred Stones, in many a

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"S-o-m-e Air Rifle! Wheredja get it?"

"Why, you poor pineapple, dontcha remember me showin' you the ad in THE AMERICAN BOY an' tellin' you Dad said I could have it for my birthday? You got a memory like a fish."

"'At's right, an' I said I'd ask mine to get me one. I'll ask him to-night. Better practice up, 'cause when I get mine I'll make your shootin' look like your barrel was crooked."

When the air rifle stage comes in a boy's life, pea-shooters, bows and arrows, sling-shots go into the discard and he eats, sleeps and drinks "air rifle." Persistence? A bulldog is a quitter by comparison.

Every one of the half million live-wire boys, between 15½ and 16 years old, who regularly read

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

are potential buyers of the products they see in its pages. Their standards of what is latest and best in air rifles, clothes, radio outfits, bicycles, etc., are largely influenced by what they see and read in their favorite publication.

Many advertisers are making fine marksmanship records by shooting directly at the center of this boy field through the advertising columns of THE AMERICAN BOY.

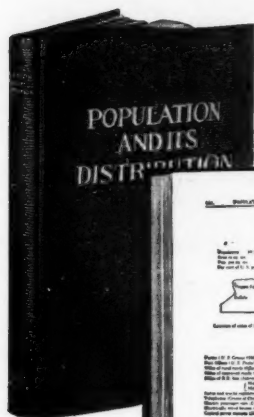
THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building Chicago



NOW—while you are quoting and arranging



335 pages of vital data arranged
for the sales executive—all
figures based on 1920 census

NEW YORK		NEW YORK	
<p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p> <p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p> <p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p>		<p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p> <p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p> <p>POPULATION AND ITS DISTRIBUTION</p> <p>NEW YORK</p>	
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A few of the firms that are using this book:

American Telephone & Telegraph Co.	Irving National Bank
Joseph Campbell Co.	Swift & Company
Arbuckle Brothers	United States Rubber Co.
Aunt Jemima Mills Co.	Eastman Kodak Co.
Beech-Nut Packing Co.	The Andrew Jergens Co.
George E. Keith Co.	Lever Brothers Co.
Louis Meyers & Son	Libby, McNeill & Libby
Curtis Publishing Co.	Remington Typewriter Co.
Pennsylvania Rubber Co.	Sears, Roebuck & Co.
Art Metal Construction Co., Inc.	Diamond Match Co.
F. W. Woolworth & Co.	Goldwyn Pictures Corp.
Klearflax Linen Rug Co.	

making budgets, setting territories for 1923—

let this unique book guide you and furnish a sound basis for estimating markets

How much could you increase sales merely by increasing distribution?

In this book are the number of outlets in each state and each city of more than 50,000 population, for groceries, hardware, tires and automobile accessories, cigars and cigarettes, confectionery, dry goods, shoes.

What size towns should your salesmen cover?

Here are listed the cities and towns in each state and in the United States, of any given size—100,000 and over, 50,000 to 100,000, down to towns of 500. The number of cities in each group and the total population of each group can be seen at a glance.

Which states and cities will be best for your product this year?

Here are given, for each state, the density of population, the ratio of urban to rural population, the relative wealth as measured by income tax figures, and the rate of growth; and for each city of over 50,000, its rate of growth and subscription to the Fourth Liberty Loan.

Which states are best for special products?

The book gives for each state the number of homes wired with electricity, the number of telephones and automobiles, and the negro and foreign populations.

We shall be glad to send a copy of "Population and Its Distribution" on receipt of five dollars (\$5.00). If you wish to return the book in five days, we will refund your money. Address Statistical Department B, J. Walter Thompson Company, 244 Madison Avenue, New York.

little town and hamlet, where some man has built up for himself a reputation for courage, resourcefulness and a good product. In Beaver Falls, in Gainesville, in Mansfield, in Piqua, in Wichita, Nashville, Mason City, are hundreds of advertising prospects for next year.

Many of them are already listed as national advertisers, for any man with his own name on his product has at some time done some kind of advertising. He needs help, assistance and guidance. He needs especially ideas and conservative help. There is no more reason why Kendallville, Ind., should mean refrigerators or Mishawaka, Ind., should mean indestructible baggage, than there is that Medina should mean bees and Air-Line Honey. No more reason, that is, except that in each place there was a man with a good product and the courage to tell about it. The people who are going to develop the advertising of tomorrow—the agents, the publishers, the street car men, the outdoor men, sellers of direct-by-mail and all other people with services or mediums to sell — have in these small towns hundreds of prospects. They are better off than men in almost every other line of industry, for any man who makes a good product and has built a local reputation for it, is immediately a most logical prospect for some or many forms of advertising.

I have purposely left out the big city whence most of the present advertisers have come, for the reason that I was told last week by one of the agents I interviewed that lots of people who want new advertising are afraid of railroad trains. They comb over the streets of their own city, especially the streets in their own neighborhood and often hesitate about going to a jerkwater town. He called it "Jerkwater" and mentioned by name a town in which he has just obtained a large account for next year. The very next agent I talked to said that he and many other large agents make it a point never to go after an account more than six hours

away, that most of his prospects are close to his office and that he could serve them better because of that fact. So that's that. These remarks bring me to the opinions I promised before getting off into so many of my own.

WHAT ADVERTISING AGENCIES HAVE SAID

The rest of this article, therefore, is made up of the thoughts expressed by some twelve advertising agents who are out developing new accounts for 1923. In every instance, whether the interview was in person or by mail, it was agreed that the identity of the writer should not be made public. The various agents were asked whether they were going after any particular type of business for next year, whether their prospects were for the most part old-established businesses or new concerns, and how business seemed to stack up for 1923.

One man interviewed has a conviction that there is too much thinking about the new industry as being the new advertiser. It is, he thinks, the long-established business that will build the 1923 advertisers as it has many in the past. "The man who did a little advertising and liked it, is next year's best bet. Take any industry you like. There are a few leaders who represent a trifling percentage of the total number, though many of the rest do a national business. I know of several industries where a lot of new firms will follow the advertising leaders, and most of the ones I am after are coming to it for one reason. They realize that advertising will save them from the extremely costly, high-spot selling. They have a few big dealers or hit a few big centres. They analyze and chart their sales against total consumption of their product and find their big potential market is in the smaller trade or smaller cities. They are not building right in their sales policy. The truth gradually sifts to them, and I'm trying to help it sift more quickly, that a more thorough selling policy means a real reduc-

(Continued on page 166)

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POSTED BY CONTINENTAL

IVAN B. NORDHEM COMPANY
will henceforth be
known as
CONTINENTAL
ADVERTISING COMPANY

EVERY POSTER ADVERTISEMENT
IS A FRONT COVER

Your Poster
has preferred
position always

EVERY CONTINENTAL CLIENT
RECEIVES FRONT COVER SERVICE

THIS change in name has been con-
templated ever since the connection
of Mr. Nordhem with the Company was
terminated more than a year ago. The
management, policies and personnel of
the Nordhem Company remain un-
changed.

Continental Advertising Company is
continental in service as well as in name.
It represents local plant owners in more
than 9000 municipalities of the United
States and Canada. It inherits an envi-
able record of satisfactory service for
more than a dozen years to a distin-
guished group of clients.

CONTINENTAL ADVERTISING COMPANY
Successors to
IVAN B. NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays in the United States & Canada
Chicago 4 West 40th Street . . . New York City Pittsburgh

A History of Advertising

THE FORBES LITHOGRAPH MFG. CO.
BOSTON

Editor of PRINTERS' INK:

We would like to get a list of references to books and magazine articles on the history of advertising.

Perhaps your Research Department has some information of this kind on file and if so we will appreciate your mailing the list of references to us.

THE FORBES LITHOGRAPH MFG. CO.

TWO series of articles appeared in *Printers' Ink Monthly* devoted to a history of advertising. The first was entitled "Advertising Recollections of a Quarter Century." It was published in four instalments in the following issues:

March, 1920; page 50.
February, 1920; page 48.
January, 1920; page 33.
December, 1919; page 15.

The second was headed "Early Advertising Adventures," and ran in these six numbers of the *Monthly*:

November, 1920; page 29.
October, 1920; page 30.
September, 1920; page 25.
August, 1920; page 25.
July, 1920; page 22.
June, 1920; page 11.

In addition, miscellaneous articles have appeared in *PRINTERS' INK* and *Printers' Ink Monthly* on different occasions. The dates of issues and page numbers on which they will be found are:

January (P. I. M.), 1921; page 22.
September 24, 1921; page 25.
November 24, 1921; page 146.
May 26, 1921; page 81.
December 23, 1920; page 101.
October 28, 1920; page 41.
October 7, 1920; page 73.
September 9, 1920; page 41.
April 10, 1919; page 45.
December 10, 1914; page 61.
July 23, 1914; page 98.

Then, of course, the student of advertising history will want to read George P. Rowell's book: "Forty Years an Advertising Agent." Henry Sampson's "History of Advertising," also offers some interesting sidelights on the days when advertising was in its swaddling clothes. Both books are out of print. Several Public Libraries have them on file, how-

ever. In addition visitors to the offices of the *PRINTERS' INK* Publications are at liberty to consult our file copies.—[Ed. *PRINTERS' INK*.

Motor and Accessory Advertising Managers to Meet

The Advertising Managers Council of the Motor and Accessory Manufacturers Association will meet January 31, at Chicago, to discuss how parts and accessory manufacturers can assist in the development of the "fully equipped" car and truck market.

Ezra W. Clark, advertising manager of Clark Equipment Co., Buchanan, Mich., is chairman of the executive committee of this Council. Other members are S. E. Baldwin, Willard Storage Battery Co., Cleveland; Joseph S. Jacobs, American Hammered Piston Ring Co., Baltimore; J. C. McQuiston, Westinghouse Electric & Mfg. Co., East Pittsburgh; M. Lincoln Schuster, Motor and Accessory Manufacturers Association, New York.

Appointments by "System"

Waldo S. Hawxhurst has been made Eastern advertising manager of *System*, with headquarters at New York. Mr. Hawxhurst formerly represented *System* in Southern Ohio and Indiana.

Joseph Conrow has joined the staff of *System* at New York. Formerly Mr. Conrow was Eastern advertising manager for *Hearst's International* and more recently he was with *Physical Culture* at New York.

Charles Leake has been appointed financial advertising representative of *System* for the Eastern territory.

C. J. Babcock, Vice-President, George Batten Co.

Charles J. Babcock has been elected a vice-president of George Batten Company, Inc. Mr. Babcock has been with the Batten agency for eleven years.

The Armstrong Cork Company, American Rolling Mill Company, Armco Iron, the Pompeian Company and the Hammermill Paper Company are among the George Batten accounts directed by Mr. Babcock.

Paige-Detroit Account Goes to Hoops Agency

The Paige-Detroit Motor Car Company, Detroit, has placed its advertising account with the Hoops Advertising Company, Chicago. Plans for 1923 call for national campaigns in magazines, newspapers and other mediums.

S. N. Baskin, advertising manager of B. Kuppenheimer & Company, Inc., Chicago clothing manufacturers, has been appointed manager of sales promotion. He will continue to direct the advertising of the Kuppenheimer Company.

A Clean Sweep!

Largest Evening Circulation In Iowa

The Des Moines Evening Tribune now has a larger total paid circulation at 2 cents a copy than the second Des Moines evening newspaper at 1 cent.

Largest Morning Circulation In Iowa

The Des Moines Daily Register has a larger circulation than all other Iowa morning newspapers combined.

Largest Sunday Circulation In Iowa

The Des Moines Sunday Register is the only Sunday newspaper that thoroughly covers Iowa. More circulation at 10c a copy than the leading Sunday newspapers of Sioux City, Davenport, Cedar Rapids, Dubuque, Council Bluffs, Waterloo and Burlington combined.

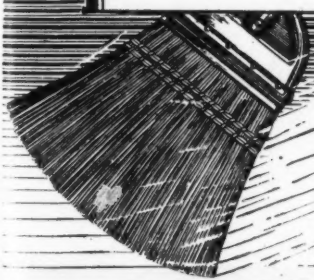
DES MOINES REGISTER AND TRIBUNE

(Nov., 1922, Net Paid Average)

Daily 132,211

Sunday 125,682

(M. & E.)



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Looking Forward

IN the long run, purpose, clearly seen and strongly held, must prevail over chance and accident. The greatness of this nation will be what we can build to, not what we can get by with. What is done for all cannot last long unless done of and by all.

Collier's has said often that its purpose is to show how we may plan and work toward a better life for all. Let us see, by testing this week's issue, how well we are doing our job of showing what can be done.

William R. Basset points the way to better business.

Samuel Crowther tells us where higher wages are coming from.

Harold Cary shows that nearly every family will be able to own a car.

Mrs. Blatch gives her picture
of a better way of government.

Samuel Ranck sees a vision of
the ideal city, in which all will
be happy.

And Collier's platform for in-
dustrial peace is made complete.

Every week in more than a million homes,
Collier's is read by alert, intelligent men
and women whose substantial progress is
measured by the thinking they do. They
provide a vast, open market for products
that can be sold by advertising.

Collier's

THE NATIONAL WEEKLY

more than a million homes

The Crowell Publishing Company
381 Fourth Avenue, New York, N. Y.



THREE years before the Declaration of Independence was signed, the Maryland Journal and Advertiser was established in Baltimore. Some years later it became known as The BALTIMORE AMERICAN.

This year The AMERICAN celebrates its 150th Anniversary. In glancing back over a career that has seen the development of Baltimore from a "mere village" to a city of more than three-quarters of a million, its chief pride is not in its historic past, but in the tremendously vital responsibility of its future.

It is a glorious bit of history to have "grown up" with Baltimore—to have had such close relationship with the molding of the city's life during the past century and a half; but it will be a privilege still more glorious to continue to hold that same relationship to the Baltimore of the future.

The AMERICAN knows no worthier cause than that of serving Baltimore and Maryland. It is its one reason for being. And the loyalty of its readers in and near Baltimore and throughout the State of Maryland is evidence of the supreme faith and confidence they place in this great paper.

It is to a following like that of The AMERICAN that the national advertiser finds it so profitable to address his message.

Sold in combination with the BALTIMORE NEWS; combination rate 30c per line on contract for 1000 lines or more, 35c Sunday. Sunday AMERICAN Rotogravure rate 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

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A National Advertising Campaign for One of the Best-Advertised States

Business and Civic Organizations of San Francisco Combine in Movement
to Bring More People to California by Advertising the State

THERE appeared in a national weekly a few weeks ago a two-page spread advertisement entitled "California" and signed by "Californians, Inc.," in which the readers of the advertisement were told that the State of California wants tourists, investors, settlers and homeseekers to come to California and participate in the many advantages of that State.

This advertisement was intended as a general introduction of Californians, Inc., to the general public outside of California. Moreover, it marked the inauguration of a campaign of national advertising in a list of weekly and monthly publications that will run throughout the winter and into the summer, the general aim of which will be to sell California to the world.

According to a statement recently made by Dr. B. M. Rastall, director of Californians, Inc., in "San Francisco Business," the official organ of the San Francisco Chamber of Commerce, Californians, Inc., is a non-profit-making corporation organized under the laws of that State, the business of which will be the promotion of California as a place to travel, live, work and be happy in, and to sell this idea to the rest of the world through advertising and sales organization work. Officers and directors of Californians, Inc., are Kenneth R. Kingsbury, president of the Standard Oil Company of California, president; Colbert Coldwell, Coldwell, Cornwall & Banker; Lawrence W. Harris, Ames Harris Neville Company; Leon G. Levy, Jules Levy & Brother, vice-presidents; Charles K. Field, editor of *Sunset Magazine*, secretary; and J. J. Fagan, vice-president Crocker National Bank, treasurer. These officers

are members of the Board of Directors, together with twenty prominent business men and capitalists of San Francisco, including Wallace M. Alexander, president of the San Francisco Chamber of Commerce.

HOW THE MOVEMENT STARTED

Californians, Inc., is a co-operative movement started by a number of the public-spirited men of San Francisco. It began by the organization of an informal committee, followed by the appointment of a general committee of 125 by the mayor of San Francisco, which included the heads of all the business and civic organizations of the city. Following this step an executive committee composed of the leading business men of the city was appointed and Kenneth R. Kingsbury, president of the Standard Oil Company of California, was elected chairman of the publicity fund. A campaign to raise money began and in a very short time approximately \$400,000 was raised.

"While all of the money has come from business men and firms of San Francisco," Dr. Rastall has said, "the campaign is not for San Francisco alone. Those in charge of the movement are proceeding on the theory that San Francisco will profit most by the building up of the country back of the Golden Gate. Hence the advertising is for the State, and not for San Francisco. It will be particularly for that portion of the State lying north of the Tehachapi—if for no other reason than that it would be wasteful to duplicate the work already so well done for Southern California by Los Angeles and San Diego."

In this statement Dr. Rastall also says that after the introduc-

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or professional man, a home-
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stand in immediate need. You
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hundreds of business firms, asso-
ciations, and individuals to estab-
lish for the State an impartial,
non-profit-making body for the
dissemination of exact, unpreju-
diced, authoritative facts. What-
ever your problem or desire in re-
gard to California, Californians,
Inc., will endeavor to answer it in-
telligently and sympathetically."

Pugilists in Boston Advertise New Year's Greetings

The "pug" of the squared ring has
stepped into the limelight as a paid
newspaper space user. Eighteen pro-
fessional boxers and their managers,
together with a number of athletic clubs
and business firms which cater to fol-
lowers of the fistio sport, bought a full
page in a Boston newspaper to broad-
cast their Christmas and New Year's
greetings to their friends.

In addition to members of the boxing
fraternity, who for once ducked the
"free space" of the sporting page news
columns, there were advertisements of
greetings by the Boston Braves and
by Kenesaw Mountain Landis. Nu-
merous sporting men who advertised
were located outside of Boston.

Smoking Tobacco to Be Nationally Advertised

A national campaign to advertise
"Bambino" smoking tobacco is being
planned by Bailey Brothers, Inc., Win-
ston-Salem, N. C. The account will
be directed by the Barnes & Fehling
Company, Philadelphia advertising
agency.

Anderson Motor Starts Newspaper Campaign

The Anderson Motor Company, Rock
Hill, S. C., is running a newspaper
campaign in the South, and six cities
in the East and West. This advertis-
ing is being handled by the Wales Ad-
vertising Co., New York.

A. A. Murphy with Gilman, Nicoll & Ruthman

Arthur A. Murphy has joined the
New York office of Gilman, Nicoll &
Ruthman, publishers' representatives.
Mr. Murphy formerly was with the
John Budd Company, publishers' repre-
sentatives, New York.

Tacoma Is Advertised as Nation's Lumber Capital

An advertising campaign to sell the
city of Tacoma, Wash., as "The Lum-
ber Capital of America," has been
started. First insertions are appearing
in a national list of lumber and other
trade publications. The advertisements
are illustrated page units with text
descriptive of Tacoma's facilities and
resources in the manufacture of Pa-
cific Northwest forest products.

The Izzard Company, Seattle adver-
tising agency, is directing this cam-
paign.

A. C. Penn Joins Byrne Publications

A. C. Penn has been appointed gen-
eral manager of *The American Cutler*,
The Perfumers Journal, *The Barbers
Journal* and *Beauty Culture*, published
by the Byrne Publications, Inc., New
York.

Mr. Penn has been engaged in the
hardware and cutlery business for many
years. At one time he was the head of
a company bearing his name which
manufactured and distributed the Penn
safety razor.

The Charter Club Adds a New Member

BAUER & BLACK
CHICAGO, ILL., Dec. 21, 1922.

Editor of PRINTERS' INK:

I have your publications sent to my
home address because I like to read
them at my leisure, and in this con-
nection I might say that I have been
a reader of PRINTERS' INK since 1889
and *Printers' Ink Monthly* since it was
first published.

BAUER & BLACK,
A. BAUER,
President.

Fibre Company Appoints N. W. Ayer & Son

The American Vulcanized Fibre Co.,
Wilmington, Del., has appointed N. W.
Ayer & Son to direct its advertising ac-
count, H. C. Hackett, sales manager of
the American Vulcanized Fibre Com-
pany, informs PRINTERS' INK. New
plans for advertising will not be con-
sidered until sometime in the late
spring, Mr. Hackett says.

Canadian Campaign for "Wear-Ever" Aluminum

Canadian newspapers, magazines and
farm papers will be used in an ad-
vertising campaign which the Northern
Aluminum Company has started. This
company, which manufactures "Wear-
Ever" aluminum kitchen utensils in
Canada, has appointed Norris-Patterson,
Limited, Toronto advertising agency, to
direct this campaign.

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Advertising to Dignify the Book Salesman

Subscription Book Association
Plans to Clean House and Ad-
vertise New Standards—Conven-
tion Votes an Advertising Ap-
propriation of \$60,000 to Dignify
Calling

THE days of the "slick" book agent are numbered. Whether he relies on strong-arm methods to get his prospect's name on the dotted line or trades on the credulity of a gullible public with promises of something for nothing, he must change his selling tactics or get out of the business.

Such were the decisions of the Subscription Book Publishers Association at its seventh annual convention at Chicago, December 20 and 21. Practically all of the sessions of the convention were devoted to the discussion of the quickest way of cleaning house in the subscription book business. Twenty-eight publishers whose annual sales total about fifty million dollars attended the convention. Naturally these publishers do not want to tolerate the methods of the old-time subscription salesmen.

As part of its programme the association decided to spend \$60,000 in advertising during the coming year. Directed by a committee of three publishers, the association shortly will begin a campaign which has two purposes. Acquainting the public with modernly created standards of business conduct in the subscription book business and bringing the book agent into better repute. What advertising has done for other businesses which depend on house-to-house salesmen it can do for the publisher of subscription books, the association feels, particularly when the advertising plans are backed with better standards of business conduct among the publishers themselves.

"The book agent at the present time is regarded by the public as a pest," said John Rudin, retiring

president of the association. "He is confronted by the sign, 'No book agents need apply.' Housewives slam doors in his face. The subscription book publishers are losing several million dollars annually in sales because of the hostile sentiment that the 'slick' book agent and his shady methods have created in the public mind."

F. E. Compton, the head of the publishing company in Chicago bearing his name, was elected president of the association for the coming year. "I am impressed with the fact that this association desires with a very deep-seated conviction and earnestness to clean house and place the subscription book business on a much higher level than it has ever been before," Mr. Compton told PRINTERS' INK. "In fact, it is absolutely necessary that this be done if the money which has been contributed for advertising is to prove at all effective. The association expressed itself very positively and clearly in the matter of disapproving the 'scheme' or 'give-away' plan of selling. And there are other bad practices among publishers that ought to be investigated and corrected."

Under the terms of a new constitution which the association adopted, the president will name a Business Ethics Committee of three members to investigate the business methods of subscription book publishers. This committee will investigate cases where there is any indication of unfair practices or misrepresentations. President Compton indicated that one of his first official acts would be to name the men who will comprise this committee.

Associated Club to Have Programme Meeting

The executive committee of the Associated Advertising Clubs of the World will meet at Atlantic City on January 11 to discuss plans for the programme of the annual convention of that organization to be held at Atlantic City during the week of June 3.

A plan calling for an advertising exposition, under the auspices of the Associated Clubs, to be held at New York during 1923, also will be discussed at this meeting.

Selling Mechanical Equipment in Philadelphia

The rush of the day's work may cut your salesman's interview at a plant to a few minutes, but—

Officials, purchasing agents, and the workers in Philadelphia's 16,000 industrial plants, would pay more attention to the selling talks about your engineering equipment if you reached them when they were unhurried—when the plant had closed for the night.

Nearly all executives and workers in Philadelphia take time to read *The Bulletin* every evening.

Tell these prospective users about your equipment, whether it be cranes or steam shovels, conveyor systems or lathes, shafting or valves, or other machines or devices, when they are free, at home, seeking information of value to them—

You will get an introduction that may lead to big installations—for many of Philadelphia's 16,000 plants are among the largest of their kind in the country.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of *The Philadelphia Bulletin* is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

U. S. Post Office and A.B.C. Reports of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

1923 will be for farmers

*Higher Prices, Easier Money, and Bright
Crop Prospect Augur Returning Prosperity*

OKLAHOMA'S 1922 cotton crop of 635,000 bales at twenty-two cents a pound enabled the cotton farmer to pay practically all of his debts. The cotton farmer now feels easy. So does the banker. The money paid to the banker will be reloaned to the cotton farmer as he needs it in making the crop of 1923.

The wheat crop of 1922 was low in price and yield, but growing conditions in Oklahoma now promise a bountiful crop. Wheat prices are steadily advancing and the psychological effect on the wheat farmer has been good.

So much for a summary of Oklahoma's two principal crops.

Now consider some of the many other crops that Farmer-Oklahomans grow. Hay, both native and alfalfa, has been climbing steadily in price. Hay at \$20 and \$25 a ton is making the hay grower happy. The man with hogs has cashed in with hogs at \$8 and above. Eggs have been exceptionally high at 50 to 60 cents. Butterfat at 45 and 50 cents has been bringing in real money. Corn at 75 and

be good year ern Oklahoma

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80 cents and oats at 50 and 60 cents are swelling bank accounts.

What a different condition than existed a year ago! The farmer feels happy over the outlook. He has held his own or made money during 1922 with the break in prices against him.

Now, with farm prices steadily creeping up, he is digging in. With adequate moisture in the soil, good crop prospects and higher prices for farm products, the farmers of Oklahoma are going to help bring back national prosperity in 1923.

This active farm market is best covered by The Oklahoma Farmer-Stockman, not only Oklahoma's dominant farm paper, but one of the leadership sectional farm journals the country over.

Greatest Circulation—Lowest Rate

**The OKLAHOMA
FARMER-STOCKMAN**
PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS
~ Editor ~

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.



E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

"Interested Readers" Buy the Cars

Car owners, prospective purchasers, dealers and traders and mechanics—practically every financially competent motorist and is-to-be motorist in Chicago and its suburbs—read *The Chicago Daily News*. Moreover, they read its daily automobile column for technical, trade and advertising information and for the sheer pleasure of its entertaining gossip. It commands reader-interest and reader-confidence to an unapproachable degree in Chicago's motor world, which is thoroughly covered by *The Daily News'* circulation of approximately 400,000—about 1,200,000 daily readers.

It is the interested reader who buys—as every experienced advertiser knows. This accounts for the leadership of *The Chicago Daily News* among Chicago daily newspapers, in the amount of automobile advertising carried. In the first eleven months of 1922 *The Daily News* printed 542,670 lines of automobile advertising, as against 492,578 lines printed by the daily newspaper, *The Daily Tribune*, making the next highest score.

THE CHICAGO DAILY NEWS

First in Chicago

Old Successes Revived When Sales of Other Lines Slacken

Farm Trade Proves a Winner for Columbian Steel Tank Company

By Palmer S. Wells

YOU remember what happened, beginning back about 1917, to concerns which manufactured products composed for the most part of steel and iron. Steel, whether in plates, bars, shapes or what not, became increasingly hard to get. Government orders and priority rulings took precedence over civilian requirements during the period of the war. And then there came, for about two years, the greatest demand that industry has ever known.

Business was booming for makers of good steel tanks. No tank maker had to do much thinking about where to get business. All he had to do, in the way of selling effort, was to rake over the market with a coarse rake, catching a few big profitable chunks of business and letting the troublesome small-unit, small-margin orders go where they might. The rest of his effort was directed to getting steel, hiring enough men to keep the plant running, and then holding these men long enough to get as much from them as possible in the way of skilled production before they moved on to another manufacturer's plant.

The situation of the Columbian Steel Tank Company at this time was not greatly different from that of the rest. If anything, it experienced a more insistent demand than most, for it is located in Kansas City, right on the northern rim of the southern and southwestern oil fields. And oil was taking a large part of the steel tankmakers' capacity in those days. New wells were being brought in every few minutes, it seemed, and when a new well comes into production, that means that new tanks are needed—not only in the oil fields, but also in the refineries and all along the line of distribution to the consumer.

Then business in general went to the bottom. Cancellations poured in on manufacturers. First thing anyone knew, there simply wasn't any business.

The demand for tanks for general industrial purposes fell off. Less money was available for drilling new wells, and prices of crude oil fell so that bringing in new wells was not the same profitable pastime it had been for a few years previous. Producers decided to stop drilling, in an effort to stop the downward price of crude oil. Not only did the demand for tanks fall off in the fields, but also the demand for station storage tanks and tanks to go on tank trucks, as general business conditions tightened up. The tank business suddenly found itself pretty much without orders.

A MARKET HAD TO BE FOUND

"With prices falling so fast that the loss on current inventory during the period of fabrication was greater than the manufacturing profit on the job," explained C. L. Robinson, of the Columbian Steel Tank Company, "we could have reduced our operating losses by fabricating the material we had on hand, selling it, and then shutting down the plant for a few months. But A. A. Kramer, president of the company, wouldn't do that. He felt that he would rather we keep running at a loss, keeping our workers busy at least part of the time, and holding the organization for the time when we should once more have need for it.

"Naturally, with that policy guiding us, it was up to the sales and advertising ends of the business to go looking for orders in earnest.

"We tried to devise ways of breaking into new markets. But the new markets were just as hard

to find as were the live prospects in the market which had just vanished.

"Then, about the time when it seemed hopeless, somebody got a bright idea. 'Remember the way we were getting into the farm market when the war came along?' was the question that came up. The farm market was the original market with us and, except for grain bins which came under Government Priority ruling during the war, was neglected in a sales and advertising way. 'Why not go after the farm market now?'"

That did not look particularly good, either, to the company. It had for twenty years prior to the war done a nice little volume in grain tanks, stock watering tanks, and so on, but at this time everyone knew that the farmer had no money to spend, and what was the use of spending money trying to induce him to spend what he did not have?

But some of the folks around the shop held stubbornly to the idea that if the farmer had parted with all the big profits he had made during the period of inflation, then farmer nature had changed a good deal. Further, the company reasoned that a field which had not been properly supplied for a seven-year stretch ought to be needing new goods. So it was decided to go ahead, by developing an appeal that would get the farmer into a buying humor, and then to devise methods of merchandising the farm line so that the stuff would move. The best opportunity seemed to be, at the start, in selling stock watering tanks.

"Even after we had boiled it down to the farm line, then down to stock tanks, the most staple item of the farm line," said Mr. Robinson, "we suddenly realized that we had too many kinds of stock tanks to talk about. The engineers came to our aid with a new design which incorporated all the good and patented features of the twelve old brands. To make it distinctive, we painted its bottom red with special metal paint,

die stamped a warranty in its steel sides, christened it 'Columbian Red Bottom Tank,' and forgot the other twelve perfectly good brands, such as 'The Ranchman's Favorite,' which had a big run when there were real ranches and ranchmen."

COMPANY WORKED WITH AND THROUGH DEALERS

When it came to a merchandising plan, it was decided that the way to get the maximum selling push behind this tank at the minimum cost would be by a plan which concentrated the advertising. And with a limited sum to be spent, there was developed a plan by which the manufacturer agreed to advertise these watering tanks in the local papers. Here was the plan, in brief, as taken from a folder which the company sent to dealers: "Every merchant ordering at least one nest containing six or more Red Bottom Tanks will share in the benefits of at least one large advertisement in the local paper or papers of his town—the number of advertisements which will appear will depend on the number of nests of Red Bottom Tanks ordered by one or all the merchants in each town. If four or five nests are shipped to any one town, then as many advertisements will appear in the local paper in as many weeks. If ordered by several dealers, all of their names will appear on the advertisements."

The plan worked out well. The advertisements under this plan appeared from one to fifteen times in over 2,000 local papers during the last few months. All the tanks were sold by mail, with practically no selling expense beyond the announcements mailed out to the trade and the cost of the advertisements in the country papers. The space in the papers averaged in cost \$4 per insertion, including plates. The rest of the expense was negligible.

Repeat orders were received from nearly 60 per cent of the dealers who ordered originally. So far this year, it is stated, the company has sold more of these

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watering tanks than it sold in the preceding five years.

Since the scheme was such a winner on watering tanks, it was decided to put it to work on other Columbian products. The company had devised and patented, a few years prior to 1914, an all-steel fireproof and vermin proof grain bin, which had sold very well when it had been advertised, some 50,000 having been disposed of. The line had not been moving of late, because wheat dropped way down to a dollar and lower at primary points and corn to 25 cents and 30 cents per bushel, and also because the price of the bins, as a result of the high costs of steel and labor, had climbed out of sight. The old sales argument had been that the cost of the tank, distributed over the years in which it would give good service, was less than half a cent a bushel on the grain it would house during its lifetime. That was all very well when the

price was \$88, freight prepaid, for the thousand-bushel bin; but at the peak the maker was forced to ask \$165 for the 500-bushel bin, and \$240 for the thousand-bushel size. The farmer could not see much economy in storing his dollar wheat and twenty-five cent corn in a structure as expensive as all that.

PRICE REDUCTION IS FIRST STEP

Step number one, then, was reducing the price. Although the pre-war level could not be reached, with steel still far above 1914 costs, the price was dropped to \$88 for the 500-bushel tank and \$135 for the thousand-bushel size, freight prepaid. That gave an opportunity to say, "Costs less than a cent a bushel," which was somewhere near the old slogan. The cost charts, however, showed a loss, unless the company could build volume, and this it was determined to do.

Next the advertising and mer-

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

chandising campaign was begun. One and two column copy was used in farm journals, pointing out to farmers the advantage of storing grain instead of selling it at the prices prevailing at harvest time, when the market is usually glutted; the advantage of storing in a fire and vermin proof bin, and the fact that the grain cured in this scientifically designed tank shrinks only 1 per cent instead of 10 per cent as when "sweat in the stack" and then improperly cured. Of course the necessary literature was also provided to follow up inquiries.

But then came the method of cashing in on the idea that was moving watering tanks so well. It was especially desirable to induce dealers to stock the tanks—for experience has shown the Columbian people that a farmer is more likely to make a sizable purchase of this sort when he actually has a chance to see the tank, already set up, on the dealer's floor.

THE OFFER IS REPEATED

In many respects the plan was like the merchandising plan which had been used with Red Bottom Tanks. "Every merchant ordering at least one Columbian Metal Grain Bin will share in the benefits of a series of advertisements in the local paper of his home town or his county seat paper in the event there is no local paper. His name will appear on the advertisement as distributor. A series of five advertisements is being prepared to start the first part of June and appear weekly. These will start the turn-over and in towns showing a brisk movement of bins the series of five advertisements will probably be increased and continued until the demand is filled. The more bins sold in your community the larger will be the campaign in your paper," read the announcement which was mailed out to the list of merchants. "The plan has been thoroughly tried out on Red Bottom Tanks and it certainly moves the goods. In sixty days thousands of Red Bottom Tanks

were sold and repeat orders are coming in from merchants by the score."

WHAT THE COPY TELLS

The copy goes on to tell how neighbor John Johnson, when he sizes up the wheat crop and sees he is going to need storage space, is likely to come into the store, and how much better a chance the merchant has to sell John if John can see and thoroughly inspect the bin already set up on the merchant's floor.

"This campaign got under way last Spring," said Mr. Robinson. "By mid-November the series of small-town advertisements had appeared in about 1,000 papers. The cost per insertion averaged \$3.75. We had sold nearly 2,000 bins, in spite of the fact that bankers pressed farmers relentlessly to liquidate their loans, which, in a big majority of cases, meant 'sell your grain as fast as you can get it threshed.' Again, as in the case of the stock watering tanks, the cost was extremely low for the volume of the sales at a sale price averaging over \$100."

By thus going back to old products and homely selling methods, the Columbian Steel Tank Company learned—to its profit—the opportunities that still existed in selling where supposedly there was comparatively little purchasing power available and, by steadily putting on more sales pressure and investing money in advertising in larger sums than it had ever used before, this concern managed to bring back "good times" a long while before they were at all general. For a long while, now, its business has been coming along in highly profitable volume.

"If any one thing stands out as a result of our experience with local advertising, paid for and inserted by ourselves, as a sales leverage in getting dealer support," declares Mr. Robinson, "it is the low cost at which we have been able to make sales in this way, and the enthusiastic way in which dealers take hold of this new dealer help plan."

Try It Out in Representative Milwaukee

Millions for Motorcars

Millions of dollars will be spent in the Milwaukee-Wisconsin Market for automobiles in 1923. It is estimated that next year's sales will reach 50,000 cars in this territory.

Most of these millions will be spent by readers of The Milwaukee Journal. The motoring public in Wisconsin have been sold by The Journal's progressive editorial policy during the years of growth in the automotive industry.

The Journal is not only read daily in 4 out of every 5 English-reading homes in Milwaukee, but it is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Journal—"The Motorist's Newspaper"

Leads In Automotive Advertising

For the first 11 months of 1922 the score is as follows:

The Milwaukee Journal	971,006 Lines
The other three Milwaukee papers combined	886,447 Lines

The figures tell the story—merit wins!

Make your reservations for The Journal's Annual Auto Show Edition, Sunday, January 21. The biggest and best edition of its kind!

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys—The Nation Buys!"

The 1923 Farmers

HERE is a Graph of real significance. It indicates the increased buying power of rural America.

VALUE 1922 CROPS COMPARED WITH 1921 AND FIVE-YEAR PRE-WAR AVERAGE

1910-14 Av. Crop Value

\$5,821,000,000

1921 Crop Value

\$6,430,742,000

1922 Crop Value

\$8,497,927,000

1922 Crop Production exceeded 1921 in value by 32.1% and the five-year pre-war average by 45.8%.

RELATIVE INCREASE OF LIVESTOCK PRICES, DECEMBER 15, 1922 OVER DECEMBER 15, 1921

Hogs—18.5%

Beef Cattle—29.3%

Lambs—34.1%

Sheep—78.5%

The farmer's total buying power today is at least 40% greater than in 1921.

Circulation 1,593,160

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER
Sections—Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

Nebr
Penn

nels a Better Buyer

The farmers in the eighteen Capper Farm Press states produce 56% of the total crops, 73% of the total swine, 66% of the total beef cattle, and high percentages of all other livestock and livestock products.

Forty-three out of every 100 farm families in these states read the Capper Farm Press, the first medium in the first farm market.

The Capper Farm Press gives the advertiser circulation where sales opportunities exist. It gives advertisers access to markets which are not otherwise reached. Its regular full time staff of more than 50 editors, together with its fieldmen, investigators and farm experts make it today the greatest influence in American agriculture. It has all the prestige and favor that comes from a great national medium headed by men of national reputation and standing, but at the same time it maintains through its (8) distinctive editorial offices and staffs a close personal contact with its subscribers impossible to any other national medium. It is the *first* medium in the *first* farm market.



Line Rate \$8.15

M M Rate \$5.12

R FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal-Missouri Ruralist
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

—if Newspapers sell more goods

than any other advertising medium without exception—

—and who will contradict that obvious fact?—

—doesn't it logically follow that the other advertisers who do not use Newspapers just naturally lose thousands upon thousands of potential sales?

The economy of Newspaper advertising is represented in larger sales through the ability to concentrate where there is adequate distribution and where business conditions are best.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

ods

When Color Seems to Be Almost Indispensable

Recent Campaigns That Seem to Have Had Great Strength Added to Them by the Use of Color

By W. Livingston Larned

COLOR, with its added expense, is so apt to be looked upon by careless thinkers as an unnecessary load to carry, that some sane and quiet estimate of its values is certainly in place. It has not always been easy to make a board of directors recognize the wisdom of this material advance in an appropriation. It is in no sense a cheap process, if only the costs are considered.

There are, on every hand now, evidences of the most unusual and shrewd employment of color. Who would have believed, a few years ago, that it would actually pay to use process plates, on a full magazine page, merely to introduce color in one-tenth of the total area, the remainder being in black and white?

In a series of recent Houbigant perfume advertisements approximately only one-tenth of the total advertising area was in full color. The main illustration was a reproduction of a very famous old painting and might easily have tempted the advertiser into a more lavish use of his process plates, thereby presenting a vividly realistic reproduction of the well-known canvas. But this was avoided. Only the small bottle of perfume was shown in natural colors, enclosed in an attractive blue mortise. Nowhere else in the composition was color used.

What was the result? The eye instantly moved by an automatic process to the most important part of the display—the little bottle of perfume in its unique container. All of the charm and the delicacy of its contents were reproduced. To have scattered color elsewhere on the page would have meant making the entire advertisement commonplace, conventional. As it stands, it is distinctive, because of its sparing use of color.

Rogers Bros.' silverware advertising shows how color can be made to serve a distinctive purpose. Very rich and subdued backgrounds, interiors of dining-rooms in period furnishings, serve as a full-color contrast for life-size pieces of silverware placed across them, and as the silver is practically in black and white, this contrast serves a useful advertising purpose. It displays the product vigorously.

Color was needed, indispensable, in the present campaign of pages for Mazda Lamps. Black and white plates fail to reproduce faithfully the charm, the warmth, the glow, the subtleties of the story of light in the home. Such scenes would seem very cold and uninviting. Color is a part of light. The thousand and one reflections from light demand color for full expression.

The faithful showing of the characteristic blue box containing the Mazda bulbs is secondary in importance, at all times, to the bringing to life of the sentimental side of light.

COLOR SIMPLICITY SUCCEEDS

A manufacturer of inexpensive house dresses, L'Aiglon Daytime Frocks and Slipovers, uses color from a true sales point of view. It has been estimated that color has added no less than 70 per cent to the drawing power of the campaign. Yet these frocks are often in the simplest colors—one-tone shades of blue or red or pink or mauve. In black and white they all look very much the same. In color, they are at once attractive, compelling. Their color is their sales value. And all other coloring in every design is subdued to give first prominence to the color in the garments.

The Corticelli Silk Company

had a color advertising idea—the idea of showing in its advertisements up-to-the-minute costumes as worn by certain celebrities—a design just issued by Lucile, a dress worn by Irene Castle. This meant news value to all woman-kind. But only by showing these costumes in real colors could full value from the idea be secured.

A PECULIAR REASON FOR USING COLOR

Color has been indispensable in the advertising of Wamsutta sheets and pillow cases. Yet the product is white. Why, then, the need for color? For the sake of contrast. The moment the advertising brought out the snowy white of the sheets and pillow cases, in direct contrast to evening scenes in the bedroom—a cosy lamp, brilliantly colored spreads and blankets—that moment the product asserted itself in its true values.

What a wonderful thing it was for the advertising account of Davey Tree Surgeons to go boldly into full color, regardless of expense. Trees are "dead" without color. They demand it. Color brings them to sudden reality. They live on the printed page. Contrasts are emphasized. The necessity of green foliage around an estate is skilfully impressed. People begin to think seriously of trees when actual scenes are reproduced. And so painters of still life were sent to certain well-known estates and canvases were made, on the spot, to be later reproduced with the greatest possible fidelity.

Not until full color was used did Ivory Pyralin attain its real advertising stride.

The color, the texture of the toilet articles for Milady's dressing table lacked the essential realism when an attempt was made to show them in black and white. Their color was one of their chief selling arguments. To deny this color was to hamper the best efforts of advertising.

There came to Colgate & Company the idea of comparing Nature with personal hygiene. "Nature says, 'Be Clean'" was the basic

thought. And the best illustration, it would appear, was a showing of a bit of woodland, wild, uncontaminated—a little stream running over mossy rocks in a secluded glen.

No black-and-white illustration of this scene would have carried conviction. Tinted, in Nature's own colors, the picture became a thing of power and compelling eye interest. An idea was born that deserved color. In much the same spirit, when it occurred to the Heinz Company to visualize a typical plant window, overflowing with flowers, the very idea made color essential. Color *was* the idea.

A page for the American Radiator Company, illustrating a hot-house, warmed by its heating device, and banked with blossoming plants, would have been a very weak idea indeed minus the full color given it.

Cheney Silk advertising has profited by the free use of color. Not all silks are plain black and white. It was the appeal to woman-kind, when all of the shades and tints of all silks were reproduced, that assured the success of the new campaign.

Can you imagine the romance, the fairy-story charm of Djer-Kiss illustrations, treating, as they do, of elves and dreamlands, reflected in black and white? Color gave them fantastic realism, for all their liberties with truth.

Log Cabin syrup advertised, without color, for many years. Then at last the manufacturer was persuaded to give it a trial. At once recipes came to life and the festive waffle and the satisfying deluge of maple syrup over a pancake made one hungry.

And in all these instances, reason prompts color. It is the salesman, talking in a language peculiarly his own.

Everett N. Blanke Dead

Everett N. Blanke, for more than thirty years with the Bankers & Lawyers' Advertising Company, New York, of which he was secretary-treasurer, died recently at New York. Mr. Blanke at one time was editor of the Brooklyn N. Y., *Daily Eagle*.

SATIRE



The Jewel Song from Faust

Drawing by Rockwell Kent

© Vanity Fair

SATIRE has always found its most appreciative audience among sophisticated people. Through its sure handling of this delicate and difficult art—in the work of such writers as Papini and Gerald, of such artists as Kent, Masereel and others—Vanity Fair again identifies itself unmistakably with the standards of discriminating men and women. Naturally then, these people are confident that merchandise offered through such a publication must similarly conform with their particular standards. ¶ ¶ ¶ ¶

VANITY FAIR

Department Store Has a Nationally Adver- tised Goods Exposition

In Bakersfield, Cal., a Plan of Bringing School Teachers into a Department Store by an "Exposition of Nationally Advertised Goods," Is Adopted and Advertised

TEACHING school teachers what "Nationally Advertised" means by means of an exposition of nationally advertised goods is a plan hit upon by Redlick's department store of Bakersfield, Cal. When the teachers of the county attended an institute meeting in Bakersfield just before the Thanksgiving holidays, the department store announced "an additional educational feature—an exposition of the nationally advertised goods we sell."

A half page of space in a Bakersfield newspaper was used in extending the invitation to the visiting teachers. In a panel was explained the importance of a well-selected stock of advertised goods in these words:

"In the State capitol grounds of Ohio there stands a great masterpiece in bronze. On a huge pedestal of granite as a centre figure 'Ohio' is pointing to a group of illustrious sons who surround her below. Carved in the bronze are the words: 'These are my jewels.'"

"Great stores, too, may point with pride to their splendid accomplishments without boasting. For twenty-eight years this store has been collecting the *best goods the world has to offer*—it has taken time—it has taken very careful analysis—it has taken much study—to secure for its patrons the stocks of good merchandise listed in this advertisement. And today we are going to adapt the words that have been indelibly set in the bronze of Ohio's masterpiece—by reaffirming that—we point with much pride to these brands of merchandise 'these are our jewels.'"

In the body of the advertisement was this statement: "It is

a distinction for a store to link itself to that sort of commodity which is not only known 'nationally' but is backed by the integrity—the guarantee—and the strength of the foremost manufacturing institutions in America. Start on the very first page (if you please) of your favorite magazine or publication and you will find page after page sending a message to you of something You Use—You Need—And You Buy—Every Day—all merchandise of unquestionable merit.

"Then connect with that message the thought that on the morrow you may go to '*your store—the Redlick store*'—and find complete and comprehensive stocks of the same good merchandise ready to be served to you by willing hands and smiling salespeople.

"The rest we leave to your imagination.

"Here is a partial list of the 'Nationally' advertised lines we have to offer you."

Then followed a list of about two hundred nationally advertised lines in women's wear, men's wear, gloves and hosiery, silks, underwear, shoes, toilet articles, floor coverings, notions, housewares, electrical goods, clocks and many other things. And as it was put "—and that's not all of them."

Further interest of teachers in the Redlick store was obtained by conducting an essay contest for school boys and girls, offering \$200 in cash prizes for the best essays on "Why Is Redlick's Basement Store Always Busy?"

Meat Packers Invite Public to a Cattle Show

The Wilson-Martin Company, meat packer of Philadelphia, took space in the newspapers of that city to invite the public to the Prize Cattle Show at its own abattoir. The show lasted all day, the whole family was invited and refreshments were served.

Detroit Agency Adds to Staff

The Fred M. Randall Company, Detroit advertising agency, has appointed A. Rae duBell an account executive. Mr. duBell was for many years with the General Motors Corporation's executive offices in New York.

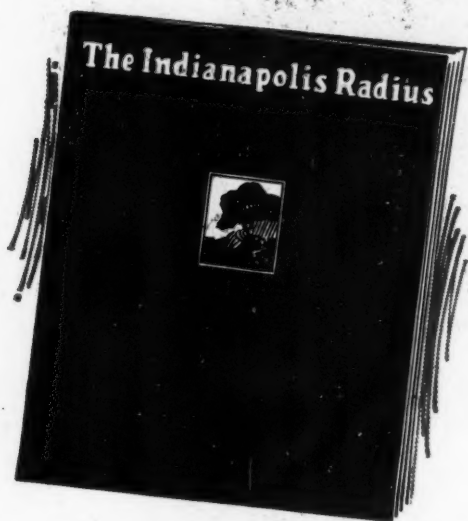


Photograph by Baron de Meyer

PARIS gowns—who buys them? Fifth Avenue shops—who patronizes them? The news of Society, Art, Antiques—who is interested? Yes, it is a very definite appeal Harper's Bazar makes, and the sort of people who respond to this appeal are the most influential in starting a demand for things—whether it be a fashion, a fabric or a motor-car.

Harper's Bazar

Your copy of The Indianapolis Radius Book, the book of facts on the Indianapolis market, is ready for you. Send for it.



your copy

IN Indianapolis, they are "sold" on the round butter crackers.

Seventy miles away, still in the Indianapolis trading territory, at Terre Haute, the demand is for square, salty crackers.

At one point in the Indianapolis Radius, they buy 2 for 15c. cigars. At another point, the smokers take their cigars in units of five and ten cents straight. At still another, the popular sellers are stogies.

Each market in the United States is as peculiar and as different as an individual. And the parts of a city market also vary.

For years the merchandising department of The Indianapolis News has studied and analyzed and collated the information about selling conditions in the Indianapolis Radius (Indianapolis and central Indiana) with an exceptionally high degree of thoroughness.

Most of this information has been reduced to writing and to tabular forms, and fills more than a score of bound volumes in The News building. This information could not be reduced to one book for general distribution.

But The 1923 Indianapolis Radius Book is a veritable gold mine of facts about selling conditions in the rich Indianapolis territory — facts based upon the extensive experience of The News organization. Manufacturers, advertising managers and advertising agencies should have this book. It is being mailed as it comes from the printer to practically everyone who might be interested in introducing or increasing the distribution or sale of a product in the Indianapolis Radius.

If by any chance you have not received *your* copy of The 1923 Radius Book, write at once for it.

You will find it not only a help to you in solving your Indianapolis distribution problems, but you will find in it much interesting information about Indianapolis and The Indianapolis News.

If you haven't yours, send for it today.

The Indianapolis News

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Half-way Isn't Very Far

The purposes of our advertising and the activities of our selling force are not directed toward soliciting business, so far as new clients are concerned.

That which we solicit is simply an opportunity to show the buyer of printing that the Charles Francis Press organization can be of real service to him.

Why not meet us half-way? Give us this opportunity. It takes but a few moments' time, and may result in your getting a new slant on the possibilities of your printing.

Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

Learning Where to Place the Advertising Pressure

The Ilg Electric Ventilating Company Starts One Way with Ventilators and Turns Other When User Is Heard From

SOMETIMES a business can be apparently filling its field only to discover, accidentally, perhaps, that it had been overlooking the main issue after all. A careful analysis of sales figures often can reveal an interesting story and uncover rich markets that might not be thought of in the natural course of events.

When the Ilg Electric Ventilating Company, of Chicago, came on the market with a ventilating fan which it featured as having a special self-cooled motor, it directed its advertising activities against factories, theatres, stores, restaurants and the like. The distribution was made mainly through electrical and heating dealers and contractors and a large business was built up.

The Ilg company paid no attention to developing the sale of the ventilator in homes. But during the early war years a review of past sales showed that now and again a ventilator had been purchased by somebody for installation in his residence. Nobody around the company knew how such a purchaser happened to get such an idea. Perhaps his electrical contractor had told him about it. Anyway, he had a ventilator. Such sales were made, the figures showed, mainly to people of the wealthier classes. The fact that such sales actually had been made gave the company an inspiration. It at once conceived the idea that a residence ventilating fan could experience practically a limitless demand, measured only by the number of electrically wired homes in the country—at that time about 8,000,000. It was estimated that at least 10 per cent of these ought to be sold, offering a total volume of \$64,000,000 on home ventilator sales alone.

How was the ventilator to be

marketed to the home? What was the company going to tell the prospect the device could accomplish for him? What was the talking point?

FINDING OUT WHY THE PRODUCT WAS BOUGHT

The Ilg company did not know. In an effort to ascertain, it interviewed people who had purchased the ventilator for home use. Why did they buy it? Was it doing what they wanted it to do? What really was the function of such a contrivance as a piece of home equipment?

Samuel Marx, a Chicago architect, who was the first to purchase an Ilg fan for his residence, explained that he had installed it in his kitchen to remove disagreeable cooking odors. It was exceedingly difficult, he explained, to prevent certain kinds of cookery from "smelling up" a good part of the house, no matter how isolated the kitchen might be.

Another Chicagoan interviewed as to his reasons for purchasing an Ilg ventilator was Julius Rosenwald.

"Well," said Mr. Rosenwald, "I may as well admit I am very fond of corned beef and cabbage. The ventilator is in the kitchen of my home. I guess this tells the story sufficiently."

Other prominent Chicago citizens were canvassed and it seemed that most of them were partial to such delicacies as corned beef and cabbage, spare ribs and sauerkraut, steak and onions, griddle cakes and so on. Some of them confessed they seldom, if ever, had been able to get their favorite dishes prepared at home because of the odor. Their wives objected to the fumes either from a standpoint of not wanting to have cookery smells go all over the house or to have greasy fumes in-

jure interior decorations. Hence the ventilator and its installation in the kitchen.

From that time on all the ventilator owners interviewed were asked these three questions:

Are you interested in ventilation from the standpoint of removing cooking odors from the house?

Or because fumes spoil decorations?

Or because the heat from a range is fatiguing?

Most of the replies were affirmative answers to the first and second questions, the first being in the majority. Few replied to the third.

It was plainly apparent that the kitchen was the point of attack. But to make doubly sure of the real reason why people wanted ventilators thus located, a small newspaper advertising campaign was started telling of the ventilator as a valuable home accessory and giving the three questions just quoted. The replies showed that a large majority were interested from a standpoint of pride.

Right here, then, was the one dominant idea which the sales and advertising department had been seeking for national exploitation. And with this in mind the company in 1919 took the initiative in a country-wide campaign of education with the object of creating a consumer demand for ventilating equipment. Pride and human welfare, which are elements affording a wealth of sales arguments, are strongly featured in the advertising copy. These same appeals have since been important parts of all Ilg's solicitations.

Before launching the first national campaign, dealer distribution was sought, and here a vexatious problem was encountered.

"At that time," says G. C. Breidert, sales manager of the company, "owing to the prevailing prosperity of the working classes most dealers in electrical goods had just about all the business they could handle properly. It was a common reaction to have a dealer say he was so busy sell-

ing washing machines, vacuum cleaners and similar articles that he did not have time to take on any new appliance the name of which had not already been established. They frankly told us they did not relish the idea of putting forth the selling effort required to move our ventilator when such a large volume of business in other household appliances came practically without effort.

THE PRODUCT IS PUT ON DISPLAY

"To get around this objection we had to arrange things so the ventilator would practically sell itself. We devised an animated display stand 42 inches high and 56 inches wide. It had three panels, in the centre one of which was an opening for the insertion of a standard Ilgair kitchen ventilator to be operated by connecting with the nearest electric light socket. On the other panels was some wording calling attention to the fact that this was the new method of ventilating a kitchen. With the fan in actual operation much attention was attracted in the store. This evoked inquiries which the dealer readily recognized as having profit possibilities.

It was not such a very difficult matter to induce a dealer to buy one of the machines on a trial basis so as to give the animated fixture a chance to do its work. Through this simple idea we got a start with the machine, not only among dealers but jobbers as well. In the city of Louisville, for example, we called a meeting of electrical jobbers and dealers and gave them facts and figures relative to the Ilg proposition, together with a logical story of what the animated display stands would do. Twelve display stands and sample fans were sold at the meeting. We had similar experiences in Indianapolis, Cincinnati, Kansas City and St. Louis.

"But even after a fair retail distribution was secured and our general advertising had got underway we ran into another difficulty. This was that the average dealer was inclined to treat the subject of ventilation as a hot

Laughing Gas

~

Salome sells laughing gas
On the Arizona Desert and Dick
Wick Hall, with the aid of a frog,
nets a governor's salary.

If you don't believe it, write
for the February issue of Cos-
mopolitan's Motor Sales Service
and read "Make Them Smile,
Then They'll Spend." Dick Wick
Hall's successful sales policies in selling
gasoline and automobile accessories are
inspiring. This issue contains many
stories which will interest the automobile manu-
facturer as well as the dealer.

Covers the Motor Market
Cosmopolitan
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

weather proposition. To dislodge this idea we put more pressure than ever upon various phases of ventilating the kitchen, showing that the need in this respect was necessarily an all-the-year matter. This is the kind of advertising we are now running. Our advertisements usually contain actual photographs of kitchens where our machines are working and give the names and addresses of the purchasers.

"This we feel to be the most effective way in which the properties of our product can be set forth.

"Our selling plan had been operating smoothly and more or less resultfully for a considerable time when in some quarters there developed a species of dealer opposition that we found it hard to explain. The proposition, in other words, was not going over in the volume that we felt its merit and our methods would seem to make reasonable. We could not figure it out for a while but finally discovered that some dealers regarded the handling of ventilating equipment as a highly technical matter. They seemed to think the installation of the apparatus required more than ordinary mechanical ability and special training. We disposed of this through educational efforts also. We got out sales manuals, including special graphic charts and diagrams showing the dealer that the installation of an Ilg ventilating machine was a simple matter that could be taken care of by any handy man."

The Ilg advertising has increased year by year. For 1923 preparations are being completed for accelerated action in all fields, including newspapers and magazines. The company's advertising department announces that it expects its 1923 merchandising programme will be one of the most interesting in the history of the electrical industry.

Harry B. Brundage, formerly business manager of the Lansing, Mich., *Capital News*, has joined the local staff of the advertising department of the New York *Daily News*.

Supreme Court Reopens Poster Commission Case

The United States Supreme Court on January 2 reversed the action of the Federal District Court of New York which had dismissed complaints filed against the Associated Bill Posters of the United States and Canada by the Mahin Advertising Company, Chicago, now the Wm. H. Rankin Co., New York, advertising agency, and by the Charles A. Ramsey Company, poster advertising service.

The complaint was originally filed a number of years ago, when the two organizations mentioned above were deprived of their membership in the association. This deprivation of membership, the plaintiffs stated, took away their commission on poster advertising which they directed. For this reason they endeavored to bring suit against the association for treble damages under the provisions of the Sherman Anti-Trust Act.

The action of the Supreme Court clears the way for the reopening of the case.

Portland, Ore., Club Elects 1923 Officers

The following officers and directors have been elected by the Portland, Ore., Advertising Club: E. M. Welch, president, succeeding George Rauch; W. H. Chatten, first vice-president; Harry Skuse, second vice-president; A. L. Steele, secretary-treasurer. Directors: Tom King, Harry Hale, Fred Young, Fred Carlton, Marshall N. Dana, Fred Newton and Fred Spoeri.

Oregon Hotel Men Adopt a Slogan

The Oregon Hotel Men's Association at a recent conference held at Portland, Ore., advocated the use of the slogan, "The Pacific Northwest, the Summer Playground of America," on hotel stationery. The association also has requested Oregon business firms to print this slogan on their envelopes and letterheads.

Increases Business-Paper Campaign for 1923

The advertising plans of the Watson Products Corporation, Canastota, N. Y., for 1923, call for an increased use of business publications for its dump wagons and motor trucks. Wortman, Corey & Potter, Utica advertising agency, direct this advertising.

Death of Warren A. Myers

Warren A. Myers, former publisher of the Springfield, O., *Sun*, died at Springfield on December 25. Mr. Myers disposed of his ownership of the *Sun* about six months ago. He was secretary and treasurer of The Robbins & Myers Company, makers of electric motors and fans.



There must be real selling force in advertising space that is preferred as local advertisers prefer space in The Journal. In the year just closed the Minneapolis Journal published 1,089,000 more lines of local display advertising than The Minneapolis Tribune. The Journal published also more total advertising in the year than The Minneapolis Tribune.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

CO-OPERATIVE MARKETING OF

The bigger half of agriculture

IN the general round-up of the farming industry, soil, seeds, crops, scientific methods are essential.

But the bigger half of agriculture is marketing.

Unless farm products are marketed advantageously, the producer gets a poor return and eventually is forced to curtail his activities and decrease his output.

On the other hand, with orderly co-operative marketing, business methods are applied to the handling of produce from the time it leaves the farm until it reaches the consumer. All waste is eliminated, all destructive individual competition in selling and "dumping" of products in an effort to sell before the other man does.

Co-operative marketing insures the farmers a steady and advantageous return on their products.

OF

NEW YORK STATE FARM PRODUCTS

There are nine co-operative marketing associations in New York State. One of these associations does a yearly business of more than \$80,000,000.

Contributing greatly to the success of the co-operative marketing movement is the Dairymen's League News, the farmer-owned marketing paper.

The News each week carries several columns of editorial and news matter about co-operative marketing. It is regarded as the main champion of co-operative marketing in New York State.

For that reason it goes into the homes of more than 100,000 farm owners of the prosperous, progressive type who have the vision to get behind the co-operative movement.

The Dairymen's League News presents an exceptional advertising medium for the products farmers buy.

DAIRYMEN'S LEAGUE NEWS*"The Farmer-owned Marketing Paper"***UTICA, N.Y.****New York: 303 Fifth Avenue****Chicago: 608 Otis Building**

FOUR MINNESOTA MERCHANTS SPEAK FRANKLY

IN personal interview on November 26th and 27th (last) with four Minnesota merchants we received the following answers to the questions, "Are farmers buying? How do 1923 prospects look to you?":

— **Hardware Company, St. Cloud** (Pop., 15,873), **Stearns County**:

"Things looked black last spring, but there has been quite an improvement since then. Farmers' attitude toward buying is better than it was. Two weeks ago we made a special drive on ranges, offering \$10 worth of aluminum—we were overstocked—with every range purchased. In four days we sold five to farmers and nine in town. The prices per range varied from \$105 up. We couldn't have done that eight months ago. Yes, conditions are improving. We look for a bigger farm business than we had this year."

— **Implement Company, Foley** (Pop., 837), **Benton County**:

"Well, they haven't been buying implements very heavy, but I did sell twelve tractors since March first. I expect to sell more next year. With butterfat bringing farmers around 52c a pound, livestock prices pretty well up and the grain market looking better, we are going to have more business from farmers next year."

— **General Store, Elk River** (pop., 983), **Sherburne County**:

"Many of our farmers have no money, but we find that's true to a certain extent any year. We are selling from 60 to 70 loaves of bread every day. Most of this goes to farmers. Farmers who use baker's bread are in the "buyers" class. We feel that the worst is over in our community."

— **Hardware Company, Cambridge** (Pop., 1080), **Isanti County**:

"Farm business is gradually picking up. We sold 12 ranges in the past six months—eight to farmers. Business is sure to be better around here next year."

These merchants are basing their faith on a firm foundation, Minnesota's diversified farming activities. The State's leadership in creamery butter production made possible by 121,000 regularly paid creamery patrons, its hogs and poultry fitting in so well with dairying, its beef cattle and sheep amply provided with home-grown grain and hay—all these factors contribute to make Minnesota a desirable farm market for 1923.



The Northwest's Only Weekly Farm Paper

WEBB PUBLISHING CO., St. Paul, Minn.

Eastern Representatives:
WALLACE C. RICHARDSON, Inc.
95 Madison Ave., New York City

Western Representatives:
STANDARD FARM PAPERS, Inc.
1109 Transportation Bldg., Chicago, Ill.

KLY

with
answers
pects

Canadian-United States Second-Class Mail Rates Discussed

Important Postal Matters Discussed at Meeting Held Recently in Ottawa

FREDERIC W. HUME, executive secretary of the National Publishers Association, Inc., has received a letter, dated December 19, from W. Irving Glover, Third Assistant Postmaster General, which tells of the outcome of that part of the conference between the Postmaster General of Canada and the Postmaster General of the United States in Ottawa on December 8, relative to advertising in second-class publications passing between Canada and the United States. The letter follows:

POST OFFICE DEPARTMENT
THIRD ASSISTANT POSTMASTER-GENERAL
WASHINGTON

December 19, 1922.

Mr. Frederic W. Hume,
Executive Secretary, National Publishers Association, Inc.

You will be interested to know that question No. 12, namely, advertising matter in second-class publications passing between Canada and the United States, on the programme of the recent conference between United States and Canadian postal authorities, held at Ottawa, Canada, was fully discussed during the first day of said conference.

The American representatives expressed themselves as pleased with the present method and, of course, did not encourage any new ideas, and, although a representative of the Customs Department was present and entered into various discussions, the entire subject was stricken from further discussion, and I am very glad that such action was taken by the conference. They assured me that there was no effort being made to their knowledge and belief that would cause a tax to be placed on advertising matter appearing in American publications and I am very sure that I express the gratification of all the American delegates that no adverse action was taken on this question, which really means so much to the American publishers.

W. IRVING GLOVER,
Third Assistant Postmaster-General.

A brief was submitted to this conference, which was prepared by the National Publishers Association and transmitted through Third Assistant Postmaster-General Glover. A few significant paragraphs, taken from this brief follow:

"American magazines carrying

advertising matter have grown in their circulation in Canada by virtue of the demand that exists for them. This can be ascribed to the character of the literature as well as to the general attractiveness of such publications.

"So far as the economic advantages to be derived from this free flow of literature to Canada from the United States is concerned, it might be well to bring out the subsequent national benefit derived from this present condition. Over 500 American companies have established branches or manufacturing plants in the Dominion of Canada in the past twenty-five years. A great many of the big national advertisers whose products have been constantly presented through American magazines have built extensive plants which now employ citizens of Canada. Among such plants may be mentioned the Westinghouse Company, General Electric Company, Eastman Kodak Company, Yale & Towne Manufacturing Company, Richards-Wilcox Canadian Company, International Heater Company, Brunswick-Balke-Collender Company, Channel Chemical Company, Fisher Body Corporation, Joseph Campbell Company, Procter & Gamble Company, Barrett Company, etc., etc.

"Today American magazines circulated in Canada are educating the Canadian public to the magazine reading habit; and if there was any barrier placed upon them the reading habit would be discouraged and it would require a stupendous amount of money on the part of any publisher to resell them and re-educate them to this magazine reading habit. Today the people of Canada enjoy a lower postal rate than exists in the United States, which is a very vital thing for the growth of enlightenment and education as conveyed by the right class of

publications, and for the industrial and economic prosperity of the land, particularly to the retailers and jobbers of American products that are still not manufactured in Canada.

"Even though there were barriers established through the postal relations between the two countries, this would not affect the carrying of advertising matter to the readers of Canada, as undoubtedly special Canadian editions would be printed in Canada and would enjoy the heritage that has come to them by virtue of the quality of reading matter now circulated. Or the other alternative, that any additional burdens, either by increased postage or taxation on the advertising matter contained in American publications, would be a means of raising the selling price to whatever point was necessary under such regulations and shipping the few copies which would be ordered under such conditions, wherein the readers of Canada would be forced to pay a higher price than they now enjoy.

"The Canadian publisher should profit by the establishment of this magazine reading habit that has been developed through the free entry of American publications into Canada, for the reason that they will benefit through the circulation that is now to a large degree attributed to American effort, and if that standard is equal and maintained in the same field, there is no question but what benefits would redound to them, and if there is any reduction in the circulation of the present second-class entries into Canada, the vast majority of readers would be forced to suffer the shrinkage in the sources of their information and education, as well as entertainment, and be forced to pay a very excessive price for them to meet the selfish interests of a very small group.

"As has been accomplished in other conferences, the entry of second-class matter has been unhampered and welcomed with other lands, so that these conferences have produced a most friendly relationship between other

countries and the United States. Recently the conference that affected South America resulted in the adoption of our standard rates for delivery of these publications, and it is to be hoped that for the general advancement and welfare of the Dominion of Canada the postal officials will observe these existing friendly relationships and not in any way attempt to discriminate, for the benefit of the few, against the very many advantages to the population as a whole."

Will Publish Law Journal for Business Men

The first issue of a new monthly publication, *The Business Law Journal*, will be published at New York in January. The object of this new periodical, according to the publishers, will be to keep business men informed of important commercial decisions of the State and Federal Courts. John Edson Brady, editor of *Banking Law Journal* since 1910, will be business manager and editor of *The Business Law Journal*.

Dr. A. W. Davison Joins Troy, N. Y., Agency

Dr. A. W. Davison, recently professor of physical chemistry at Rensselaer Polytechnic Institute, has become consulting chemical engineer of the Byron G. Moon Company, Inc., advertising agency, Troy, N. Y. Dr. Davison had been engaged in the industrial chemical field for more than ten years before joining the faculty of Rensselaer.

Chicago Seed Publications Merged

Seed World and *American Seedsman*, Chicago, have been consolidated and will be published the first and third Fridays of each month from the office of *Seed World*. L. M. Smith is publisher and general manager; John G. Robee, business manager, and R. C. Wright, advertising manager.

R. L. Wood Made Officer of Philadelphia Agency

Robert Leaming Wood has been made vice-president and treasurer of the John Clark Sims Company, Ltd., Philadelphia, advertising agency. Mr. Wood was formerly secretary of the Cruse-Kemper Company, engineers and contractors, Ambler, Pa.

Death of Joseph J. Riley

Joseph J. Riley, who has been with the Frank Presbrey Company, advertising agency, New York, for nearly twenty years, died at New York on December 28. He was 48 years of age.

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Another Record

The Chicago Evening
American again broke all
records in 1922.

Complete details of a
wonderful year will be
told in an early issue.

CHICAGO EVENING AMERICAN
EVENING

Public Utility Company Uses Advertising to Fight Jitneys

The Houston Electric Company in large space newspaper advertising is telling the citizens of its city that future growth of the city depends upon good street car service. This necessary service says the company, depends upon capital either from current revenues or borrowed money. The influence of jitney competition upon the company's borrowing facilities is thus described:

"No man with money to loan will consider favorably an application from a street car company that cannot guarantee to pay the interest on the borrowed money and retire the principal as it falls due. Therefore the very life of the company depends on being able to earn a fair revenue. The position of any street car company is precarious as long as its revenues are threatened by jitneys. It cannot be attractive to investors. With the present conditions where any man with a few dollars can get possession of a second-hand flivver and compete with the street car company with its millions invested, Houston cannot look for better service from us."

The company then promises every facility for better service that the funds allowed by its customers will provide.

Will Represent Foreign Press at Chicago

John Palandech has been appointed Western general manager of the American Association of Foreign Language Newspapers, Inc., with headquarters at Chicago. Mr. Palandech has been editor of several foreign language publications. He succeeds Frank A. Walty, who plans to establish his own business as a representative in the foreign language newspaper field.

Lee W. Maxwell Made President of Crowell Publishing Co.

At a meeting of the board of directors of The Crowell Publishing Company, New York, George H. Hazen, chairman of the board, informs **PRINTERS' INK**, Lee W. Maxwell was elected president of the company.

Joseph F. Knapp was elected a member of the board of directors.

Portland, Ore., Agencies Consolidate

The H. R. Failing Advertising Agency, Portland, Ore., the formation of which was reported in **PRINTERS' INK** of November 30, has been consolidated with the J. T. Crossley Agency of that city. The new company will be known as Crossley & Failing, Inc.

Harold C. Wurts, recently vice-president of Farquhar & Seid, Inc., San Francisco advertising agency, has joined the L. H. Waldron Agency, of the same city, as account executive.

New York Grocery Distributors Meet

The New York Association of Manufacturers' Representatives held its first annual dinner at New York on December 20. William H. Maichle, president, was toastmaster and the speakers included Philip C. Staib, vice-president of the New York Wholesale Grocers' Association; John H. Meyer, secretary, New York Retail Grocers' Association; Henry Kohl, president, National Chain Store Grocers' Association; John S. Eiseman, president, Philadelphia Manufacturers' Association, and F. B. Bristley, first vice-president, American Specialty Manufacturers' Association.

Twin City Wholesalers Plan "Market Week"

Minneapolis and St. Paul wholesalers and jobbers will combine in holding a Twin City Market Week from February 5 to 10, 1923. Advertising is cast to play a leading role in this event. A direct-mail campaign will be used to interest 35,000 merchants in the Dakotas, Montana, Wisconsin, Iowa, Nebraska and Minnesota in displays of spring and summer merchandise.

Montreal Advertises Itself

Montreal, Canada, is using space in the newspapers of the United States to attract tourists and winter vacationists. The copy states that in January and February the clubs of the city will throw open their doors to visitors, so that all may enjoy an unbroken programme of winter sports. The copy is signed by the Montreal Winter Sports Committee.

With "Harper's Bazar"

Clara Powers Wilson, for eight years with the advertising department of Marshall Field & Company, retail, and for several years editor of *Fashions of the Hour*, has resigned to become managing editor of *Harper's Bazar*, New York.

Carroll D. Newell has resigned as vice-president and sales manager of the Prospect Sales Company, Inc., New York, "Prospect" knitting yarns and fabrics, to become associated with Morton H. Meinhard & Company, factors and bankers, also of New York.

Brooks of Illinois, Chicago advertising agency, has secured the accounts of the Florida Groves Association, farm lands, and the Aznoe Central Registry for Nurses, Chicago.

The Toronto *Globe* has appointed Lorenzen & Thompson as its representatives in the United States.

Suggesting Luxury Displaying Detail
Picturing Atmosphere
Expressing Beauty
Depicting Value
Portraying Strength

THESE are a few of the purposes served by St. Louis' Great Show Window.

We have made them the titles of a series of interesting and enlightening folders, now ready for the mail.

If you are not already on our mailing list, your name and address sent to us will bring this series.

St. Louis
Globe-Democrat
Rotogravure
Section

J. CARR GAMBLE, Advertising Manager

This Group of Blueprints is for Your Convenience

Considering the time required and the many technicalities involved, it is remarkable how many users of advertising space are in a position to exercise sound judgment as to the relative merits of the competitive publications in the same field.

This is more true in the judgment of farm papers than any other class, and possibly the most difficult of all is a correct appraisal of the agricultural periodicals of *national* circulation. Not only must the intending advertiser know about size of circulation, about rates and about the distribution of circulation that will best fit his individual needs, but he must have some basis for judging the confidence of readers and the closeness of attention with which they may be expected to read the farm journals to which they subscribe.

If he is judging a group of publications whose appeal is primarily to the city dweller, the average executive responsible for the spending of an advertising appropriation needs very little information outside of a close study of the competing publications themselves.

In working up a list of farm papers, however, it is very often the case that he has no basis in his own experience for estimating confidently the appeal to farmers of the periodicals that are published solely for rural distribution.

It is necessary, therefore, for the advertiser and the agency man, confronted with the responsibility in choosing between National farm papers, to depend in a larger measure upon the semi-annual Publishers' Statements than is required in forming a correct judgment of any other group.

Realizing that it takes a great deal of time to ferret out the salient facts from the Publishers' Statements themselves, *Farm and Home* has charted these statements and has added a few maps showing average farm incomes, value of farm property, etc., by states.

This collection of blueprints and maps will be valuable to any advertiser or agency man. You may have a copy for the asking.

FARM AND HOME

The National Magazine of Rural Life

DAVID R. OSBORNE, Advertising Manager

PHELPS PUBLISHING CO., Publishers

WILLIAM A. WHITNEY, Advertising Counselor

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

J. Lewis Draper
Western Manager

456 Fourth Avenue, New York

J. W. Hastie
New York Manager

Florida's Largest Evening Newspaper

and

GROWING

- Surely
- Conservatively
- On its merits

It is easy for a newspaper to gain in circulation—if the methods adopted in getting the increase are not to be questioned.

But to show a continuous growth, day by day, when every copy is paid for and is sold on its merits as a newspaper—then you have reason for interest in such a newspaper's development.

The Jacksonville Journal

ESTABLISHED 1887

is gaining circulation daily—on the right basis. There are no contests; no artificial stimulation. Yet each day we are adding new subscribers and keeping our old ones at a rate that should make our year's increase total 40%.

Here, indeed, is a good buy in newspaper space. An influential medium that deserves the title, "The People's Favorite Newspaper."

JACKSONVILLE JOURNAL

E. Katz Special Advertising Agency, Representative

Perry-Lloyd Jones, Publishers

Minneapolis Daily News
Minneapolis, Minn.

Tulsa Tribune

Tulsa, Okla.

Jacksonville Journal

Jacksonville, Fla.

Reading News-Times

Reading, Pa.

Pensacola Journal

Pensacola, Fla.

Charleston American
Charleston, S. C.



The Collection Letter That Gets the Money

Three Letters That Increased Good-Will at the Same Time They Were Making Collections

By E. P. Corbett

THE collection letter is almost as omnipresent as the real or alleged sales letter. It has frequently been remarked that there are unlimited opportunities for the sales letter to do harm rather than good. But if that is true of the unwisely written sales letter, how much more true it must be of the collection letter.

The collection letter starts out under a handicap. The one to whom it goes owes money to the one sending it. That fact does not make for love, peace and harmony. The situation is touchy, to say the least. The debtor knows that he is in the wrong, whether intentionally or unintentionally, and he is alert to find some offense that will help justify himself in believing that he is not being treated right. The situation calls for extreme tact. It is the place for the rapier, not the bludgeon.

Collection letters are generally viewed as necessary evils. It is difficult to collect an old account from a person and still retain his friendship and good-will. This writer is not now discussing the "dead beat," but the honest person or concern that has good intentions in plenty but is lacking in cash.

Collections are a big problem. We want our money but we do not want to lose customers. What are we going to do about it? Are we going to beg or plead for that which is rightfully ours, or are we going to the other extreme and take that frightfully high and lofty tone of conscious virtue, talk patronizingly at first and then threaten? To beg is undignified. To "talk down" to the other fellow strips him of his cloak of self-respect and makes him hate you forever. To threaten rouses his combativeness and loses his good-will.

One of our nationally known concerns recently took thought on this problem. This concern sells its product largely on long-time contracts calling for monthly payments. It had on its books several hundred long overdue accounts in a section of the country that had been very hard hit by the recent depression. On many of these accounts no payment had been made for a year or more.

The company recognized the local conditions and sympathized with their hardup customers. Nevertheless, the usual steps had been taken to get in the money. Kind, gentle, soothing collection letters were written. To no avail. A dash of iron was added and still no effect. In process of time there came the inevitable reference to the unpleasant legal steps that would have to be taken unless the money was forthcoming. And still there were several hundred that had not come across.

While all this had been taking place, conditions in that section of the country had improved. The company preferred not to take legal action, so it was decided to start a letter campaign to see if that money could not be collected without recourse to the law. The writing of the letters was turned over to an outsider, in order to get that outsider's viewpoint. It was, of course, desired to regain the good-will of those who had previously been threatened with suit.

All previous collection letters had been signed with the name of the treasurer of the company. That name, it was seen, represented to these delinquents the personality that had been so persistently after them. It was thought advisable to switch personalities and to try to do it in a way that would show that the

treasurer really had a fellow-feeling for them, even though he had been compelled to go after them hard. It was also thought best to appeal to these people in a man-to-man way, not to attempt any "stunts," and to talk right straight from the shoulder.

This writer hopes later to bring out a certain principle in which he believes, so will briefly re-state conditions. The people to whom the campaign was to go had been hard hit financially. They had received collection letters from the company and had been seen by the district managers of the company. When the company threatened to bring suit, it had really used up all its ammunition unless it actually did bring suit. And now it was proposed again to ask for that money in such a way as to get the money and regain the good-will of those written to.

Here is the first letter:

DEAR MR. BLANK:

Yesterday our treasurer called me into his office and said:

"Mr. Brown, I see that John Blank, of Blankville, Ala., has not yet settled his account. In fact, he hasn't made a payment on it since November, 1920, though I've written him several times. I did not wish to bring suit, for they've had pretty hard times in that section during the past two years.

"Now, however, conditions are better there. I'd like you to write Mr. Blank and ask him to clear up this account. We've been fair with him and I think you will find that he will want to be equally fair with us."

I thought I could do no better than to tell you just what our treasurer said to me. We have waited a long time, you know. So I am just going to ask you to write and let me know just what you can do for us.

Yours truly,

Assistant Treasurer.

Nothing very remarkable about that letter. It's not even particularly original. It's just a letter. But on second thought, isn't there something that distinguishes it from the usual collection letter? It sounds like a regular letter, doesn't it? Just as though the assistant treasurer, who was not adept at writing letters, sat down and dictated it in the hope that the other fellow would appreciate the situation. Nothing stilted

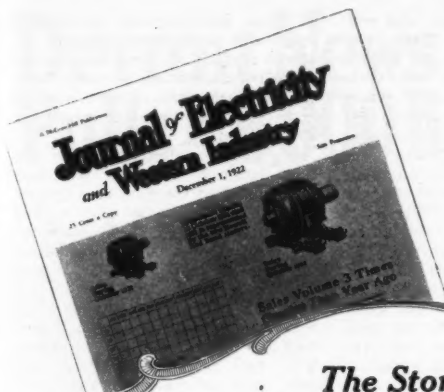
about it. It's not a work of art—has no frills or furbelows. Nope, it's just a letter.

Here are the results from that first letter, which was sent to 626 customers. Two hundred and sixty-two payments were received. One hundred and thirty-seven of these were for only one month, twenty-six for two, three for three, four for four, forty-nine paid in full, six paid to date, and thirty-seven paid varying amounts, at the same time renewing their notes. Taking into consideration the fact that these customers had been repeatedly dunned for the amounts owing, it will be seen that the results obtained by the first letter were exceptionally good.

But those results, good as they were, do not represent the good actually accomplished by the letter. The letters that accompanied the money all showed a high degree of appreciation of the tone of the letter. In fact, they furnished indubitable evidence that good-will had been re-established and friendly relations resumed. As further evidence of this good-will element, there were thirty-five people who wrote the company, expressing their appreciation of the company's courtesy, and stating that while they could not pay just at that time, they would do so in the near future. One customer sent a check for \$400 to the district manager immediately on receipt of this first letter. The district manager wrote the following letter in comment:

This morning we received check for \$400 from Smith & Jones. We have made repeated attempts to get this account up to date, but with no avail. Your letter brought this result. Please accept our thanks for this exceptionally fine letter. We feel sure that it will bring a great many other similar replies.

Inasmuch as results from the first letter were so good, it was feared that the cream had been skimmed from the milk and that little could be expected from the second and third letters. The second letter went to 460 customers, as it was sent with some minor changes to some who had



The Story of Electrical Progress in the West—

from the prairie schooner to electric traction; from the tallow dip to the Mazda lamp; from the pony express to the radio telephone; from the wearisome broom to the vacuum cleaner; from the fitful wood fire to electric heating and cooking—will be told in the February 1 issue of the *Journal*.

Electrical manufacturers are invited to tell the story of their contribution to electrical progress in the advertising pages of this Western Progress Number.

**Journal of Electricity
and Western Industry**

Rialto Building, San Francisco



made a remittance that was not considered sufficient. Here are the results from the second letter:

There were received 165 cash remittances. Of these, 100 made one payment, fourteen made two payments, three made three payments, twenty-seven paid in full, two paid to date, and nineteen made a payment and renewed their notes. There were also seventeen replies from others who explained that they could not then pay, but would do so a little later. It will be seen that the percentage of remittances received, 36 per cent, is not far behind the 42 per cent returns brought by the first letter. Here is the second letter:

DEAR MR. BLANK:

I know it's the usual thing, when no answer is received from a "collection" letter, to pretend to believe the matter was overlooked by the other party.

But I'm going to be frank enough to admit that I believe the reason you didn't answer my last letter with a remittance was because you perhaps didn't have the money right then. Am I right?

You see, I'm taking it for granted that you feel just as we would feel if conditions were reversed. So I'm just appealing to your sense of fairness.

Don't you think it would be only fair to let us have what is due us, after we've waited so long a time?

Think it over, Mr. Blank, and if you cannot possibly send us a check today, let me know when we may look for one. This little courtesy won't take much of your time and we certainly will appreciate it. With continued good wishes, we remain,

Sincerely yours,

Assistant Treasurer.

Again it must be said that there is nothing strikingly original about that letter. The same general idea has probably been used many times before. But it's a genuine letter and rings true. The recipient feels that a red-blooded individual, with heart and feelings, has written him personally. He feels the urge to reply that any decent-minded man feels when he is treated with courtesy and consideration. And 36 per cent of him dug down into his jeans and did reply, with coin of the realm enclosed. It might be here stated that the various amounts owing were not small change, but real money, in many cases running into the hundreds. So that when one

of these hard-pressed individuals responded to these appeals, it meant that he was inconveniencing himself considerably in order to measure up to the opinion held of him by the man writing the letters.

It was decided to send the third letter to all those who had not replied to the first two letters, some of those who had replied without sending money, and some of those who had sent insufficient money. So the third letter was sent to a list of 363 people. It was, of course, recognized that the chances were all against getting any great response from those who had not responded to the first two letters. So the third letter was a straight-from-the-shoulder talk. There was nothing unpleasant in its tenor—nothing of the bluff or the threat. But neither was there any beating around the bush. A spade was called a spade. It was man-talk, calculated to appeal to any man who had any standards by which he tried to live. Here is the third letter:

DEAR MR. BLANK:

If a customer owed you \$285, and for two years had paid nothing on it, how would you feel?

But now suppose you had known that customer had been up against hard conditions all that time, so you had put yourself in his place and decided not to appeal to the law to collect your money.

Then, when things picked up with the customer, suppose you wrote to him as man to man, asking him to treat you as fairly as you had treated him. Wouldn't you feel certain that, as a business man and as a gentleman, he would respond? Wouldn't you?

There are laws that regulate business, Mr. Blank. But the biggest thing that keeps business clean and aboveboard is the fact that most men believe in the square deal. Business would go to smash if we couldn't depend upon the sacredness of a commercial agreement.

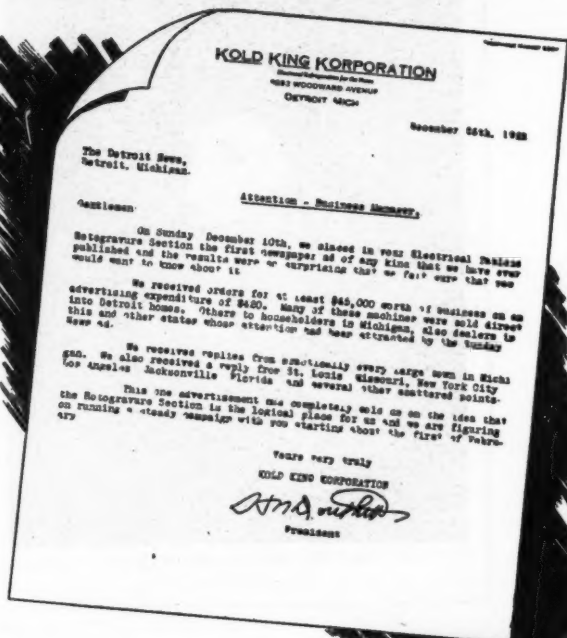
That is all we ask from you, Mr. Blank—a square deal. You believe in that just as we do, don't you? Then let's settle this thing as between friends and gentlemen. A check from you by return mail would confirm our belief that you do believe in the square deal.

Earnestly yours,

Assistant Treasurer.

This letter appealed to the best in the man reading it. If he didn't have any "best," it would naturally

Detroit News Roto Ad Pulls \$45,000 Business

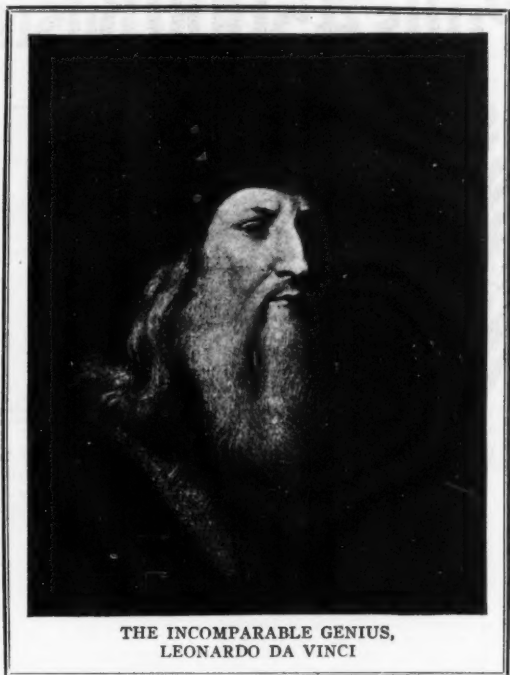


THIS letter is noteworthy because it emphasizes the superior attention-getting value of NEWS Rotogravure. Not only were scores of Detroit householders sold by this advertisement, but also dealers and private individuals in practically every large town in Michigan and some in other states.

THE NEWS was the first paper in Michigan to print a Rotogravure and since its inception has led in Rotogravure advertising. The Sunday News reaches at least 65,000 more Detroit homes than its nearest competitor. It has the greatest Sunday circulation in Detroit and Michigan.

The Detroit News

"Always in the Lead"



THE INCOMPARABLE GENIUS,
LEONARDO DA VINCI

EVERYONE knows Leonardo, the painter of "Mona Lisa" and "The Last Supper." The Mentor for January tells of Leonardo, the greatest genius in history, Master of Arts, Science, Philosophy, Mathematics, Literature, Music, and original invention. We think of the flying machine as a present-day example of inventive genius in America. Leonardo planned a flying machine in 1490—two years before America was discovered.

Things They Want to Know

In more than 100,000 homes The Mentor every month tells thoughtful men and women the things they want to know about the enduring phases of Science, History, Music, Art, Literature—the eternal things.

The trivialities of the day's news soon pass from men's minds, but the beauty and the genius that have marked the progress of the world are of never ceasing interest. Knowledge of them brings a gratification that nothing else can.

That is why The Mentor's readers have paid over half a million dollars for back copies in the past ten years. It is why The Mentor, through its advertising pages, offers an unusual opportunity for the introduction of quality merchandise into homes where the use of good things is the custom.

The MENTOR

THE CROWELL PUBLISHING COMPANY

Frank Braucher, Advertising Director

381 Fourth Avenue

New York, N. Y.

have no appeal. But the fact that it brought returns in hard cash from 37 per cent of those who had not replied to the first two letters was a very good indication that most people at heart have certain high standards that they would like to live up to, even if they are not able to do so by reason of certain circumstances.

It is also interesting to note that the percentage of replies from this third letter was a trifle higher than that from the second. The three letters all in all brought in 564 payments of varying amounts from 626 concerns. While that does not mean that each of those payments came from a separate concern, yet the great bulk of them did. In any case, considering that every effort had been previously made to collect this money, this series of three plain, everyday letters brought results that would be considered eminently satisfactory by any company in like circumstances.

Letter No. 3, going to 363 people who had received the other two letters, brought 165 cash remittances and three replies without money. The many letters received again showed clearly that good-will was restored. They paid what they could and regretted that they could not pay more. Of those who sent cash, seventy-six made one payment, twelve made two, one made three, one made four, thirty-seven paid in full, one paid to date and nine made a payment and gave new notes.

THE WAY IS CLEARED FOR FUTURE PAYMENTS

All who have had experience in collecting long overdue accounts will know how important it is to get even a small payment. It means that diplomatic relations have been resumed. It means that inertia has been overcome. The very fact that a man makes that payment makes it much easier for him to make a second and a third. The big thing in such cases is to get people to start paying. The rest is a mere matter of time and persistence.

It is much more difficult to get people to start paying long overdue accounts than it is to keep them paying when they are paying, on the same principle that it is much harder to regain a lost customer than it is to deserve his continued trade. When certain relations are broken from any cause, it is a difficult proposition to get them resumed. That is why the results of these three letters were considered decidedly out of the ordinary.

Various wise men have told us many times during the past ages that we shall reap as we have sown, get as we give, etc. If we cast our bread upon the waters, it shall return to us. Isn't there a law there that we shall do well to remember and bear in mind in all we do, say or write? Suppose we just put it in words crudely, with respect to letters. What do we want our letter to accomplish? Good-will? Then we must feel good-will and we shall then write it into our letter.

Now to get back to plain human nature. There is a tendency in all of us to try to live up to the estimate that others have of us. Tell a boy he is a bad boy, and he will live up to that reputation. Drive people and we arouse their combativeness and they require driving. Assume that people do not want to pay their bills and they feel they have nothing to gain by paying them. On the other hand, let anyone see that you have a high opinion of him or her, and that person will almost invariably try to justify that opinion. We may be generally either good or bad, but we all have some weak spots. The bad person really would prefer to be good. The good person is sometimes bad. The next best thing to being better than we are is to have people think we are better. So we try to live up to their opinion of us. So in our collection letters, let's see in those to whom we are writing the best there is in ourselves. Appeal to that best element, put confidence and good-will in our letter, and we shall receive as we give.

1, 1923

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The Browns are Entertaining To-night



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE, in "*Casuals of the Sea.*"

The Browns are Entertaining To-night

EXCITEMENT runs high in the Brown home to-day, for to-night is a great occasion at the Browns. The Browns, you see, have been to party after party along fashionable Park Street. They have been entertained by the Van Zandts, the Warburtons, the Henley-Jones and most of the "best" people throughout the cultured length of that smart thoroughfare.

Now, to-night, the Browns are entertaining. Truly it is their "night of nights." Some of the "first" families will sit at their table and admire or despair of their abilities as hosts. Will they like the silver? Will they approve of the arrangement of the guests? Will they enjoy the food and the manner in which it is served? Will they leave this small Elm Street home late that night reluctantly because the Browns' hospitality has been so all-encompassing?

This is the Browns' great chance to requite the hospitality of their friends—

and also, if you please, to prove that they belong, that they can keep up the pace the smartest of all may set.

Of course, it has been necessary to purchase a few added furnishings for the occasion. But what better time for Mrs. Brown to buy that damask table-cover at Huntington's, which her covetous eye has long marked for its own?—and those new blue hangings for the living-room?

And Julie, and her friend Hattie, impressed into service as assistant, must be carefully instructed in their new duties.

So all the preparations are made: the new table-cover laid, the silver arranged and rearranged, the table set and reset; the living-room chairs placed at precise angles and only the best in books and magazines upon the tables. Then a horn and a crunching of gravel in the driveway; and a last straightening of Mr. Brown's tie

Everything at the Browns' party must comport as nearly as possible to Park Street standards of correctness because the Browns are experiencing that most thrilling of adventures, *moving upward*.

It is to contribute to the aspirations of the Browns—of all the Browns everywhere—that *The Designer* is edited. To make life and living richer, grander; to lend guidance and inspiration to these pioneers of progress in the practical—and romantic—problems that beset them; in these worthy aims is the reason for *The Designer's* being.

What advertiser doesn't aspire to a closer acquaintance with the Browns?

The DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.
NEW YORK



Getting Home Use for an Expert's Product

How Walworth Advertised Its Stillson Wrench, a Mechanic's Tool, into Domestic Use

By C. B. Larrabee

A WRENCH has always been considered a tool for the mechanic. It was almost as exclusively a man's product as a jimmy pipe or a wing collar.

Not so long ago the average home tool-chest consisted of an old wooden box in which were a hammer, a screw-driver and a collection of rusty screws and nails. Now and then a wrench did find its way there, but when a nut had to be turned or a drain tap fixed the plumber was called in to do the work.

On Sept. 2, 1922, the Walworth Manufacturing Company issued an advertisement in which it offered \$200 in prizes for the most interesting letters on the subject, "How I Use a Genuine Walworth Stillson Wrench at Home."

Two women won the best prizes for showing the most interesting uses around the home of a tool that had been thought of almost solely as a product for the mechanic. Back of this fact lies the story of the present advertising campaign of the Walworth Stillson Wrench.

During the Civil War aboard the gunboat *Niagara* was a Yankee mechanic whose name was Daniel Stillson. He was an able mechanic and, like all really able mechanics, loved the tools of his trade. The chief engineer on the *Niagara* was Levi R. Greene, who later became a director of the Walworth company.

After leaving the service Stillson went to his old chief's office and was given a position in the Cambridgeport plant. While there he worked out the famous Stillson wrench. The Walworth company bought the rights and Stillson soon retired to live on the royalties.

The Stillson wrench readily found favor with mechanics. Its

sharp-toothed jaws had a powerful grip that was not easily foiled by anything round, square or hexagonal. For years it remained one of the favorite tools for the mechanic; then gradually it found its way into the home as an excellent tool for an emergency. This development, however, was slow and no company had ever made it a point to drive particularly for such sales.

The Walworth company began to sense the possibilities of this market and decided, after a preliminary study, to go after it. Choosing the slogan, "The Handy Helper in the Home," it began its campaign.

A WRENCH IS PUT IN A PACKAGE

The first step was to choose the most popular size of wrench for home use and then to put it out and advertise it in such a way that it would find favor for domestic use.

The ten-inch size was chosen. Then it was decided to pack each wrench in an individual carton. This was a new idea in selling wrenches, hitherto about the only package being the brown paper put around the wrench by the hardware dealer. The new carton is done in two colors, red and black. On the front is a picture of the wrench and on the back a table of uses.

When the carton was completed it was decided to pack six cartons in a counter display carton. This meant that instead of being a storeroom article the Walworth Stillson would find itself getting display on the dealer's counter. On the display tab are two pictures; one of a man fixing a leaky radiator, the other of a woman removing a stubborn bottle cap. Here, right at the start, women were brought into the campaign.

Armed with this material the salesmen were sent out to get distribution—a high quota being set for the force. They sold enough wrenches to keep the wrench foundry working overtime and succeeded in selling eighty per cent of the quota before a line of consumer advertising appeared.

contest was announced and there were several paragraphs describing the product. But the meat of the advertisement was contained in paragraphs describing uses, as follows:

1. For putting up and taking down porch screens, portable buildings, fences, oil stoves, hammocks—wherever parts are held by bolts or screw-eyes, or by screws that can rust.
2. For everything that runs—from automobiles and tractors, to lawnmowers and toy wagons, there are nuts, bolts, odd-shaped lugs and rods that the Stillson reaches and grips.
3. For turning on or adjusting the water, gas, steam or oil. The mean valve that has been rusting in place for months will readily yield to the Stillson.
4. For removing bottle caps, jar tops, or can spouts. The tightest seal is often the crankiest to open. No other tool will release so many kinds and shapes as easily without injuring container or cap, as will the Stillson.
5. For holding anything—a hot rod or bottle; glued or cemented parts—until they set; wire that is being stretched or stranded.



A new finish and a new box for the Walworth Household Stillson

Look for this new carton, displayed on your hardware dealer's counter.



For your greater convenience the Walworth Household Stillson now comes in a compact box. This wrench is longer-treated by a special process which keeps it rust-free and preserves the fine finish of the polished steel. Made in ready-to-use condition, it is the most convenient wrench for home use as it has always been in the past. It will now serve you in a wider field of use—more easily, more quickly and more effectively.

No one tool will serve so frequently for so many emergency jobs, as the Walworth Stillson. Every day you'll find more such common household uses as are suggested here:

(1) For putting up and taking down porch screens, portable buildings, fences, oil stoves, hammocks—wherever parts are held by bolts or screw-eyes, or by screws that can rust.

(2) For everything that runs—from automobiles and tractors, to lawnmowers and toy wagons, there are nuts, bolts, odd-shaped lugs and rods that the Stillson reaches and grips.

\$200 IN PRIZES

For the most interesting prizes on the market of "How I Used a Common Walworth Stillson." A grand prize of \$200 will be awarded to the person who will send in the most interesting story of how he used a Walworth Stillson. The prize will be awarded to the person who will send in the most interesting story of how he used a Walworth Stillson. The prize will be awarded to the person who will send in the most interesting story of how he used a Walworth Stillson.

FIRST PRIZE \$200
SECOND PRIZE \$50
Five Third Prizes of \$10 each

Address: Household Letters Editor
Walworth Mfg. Co., 10 Pearl Street, Boston

WALWORTH Stillson Wrench

A complete line of valves, fittings and tools for the



Sleeping for Steam, Water, Gas, Oil and Air

WALWORTH MANUFACTURING COMPANY, Boston, Mass.
Sole Agent: Walworth International Co., New York, Foreign Representatives
Places in Boston, New York, and London, E.

COPY IN A NATIONAL PERIODICAL THAT PICTORIALLY EMPHASIZED THE PACKAGE

Several months before the first full-page advertisement to consumers was released a campaign of full pages in business papers was commenced. This explained the new carton and the display carton and told of the backing they would receive nationally.

Use has been the *leit motif* of the advertising and selling campaign. It is the main theme, and recurs again and again with variations. For instance, a full-page consumer advertisement which appeared in September showed a picture of the wrench, its carton and the display carton. The prize

emergency household uses for the Walworth Stillson. Running all through the whole campaign is this story of uses to prove without doubt that the Walworth Stillson is an emergency home tool or, as the company puts it, "The Handy Helper in the Home."

In October the company announced through business-paper advertising its Christmas package. With this package the company solved nicely what has often been a knotty problem to the advertiser who wants to put a staple into the gift class.

The standard box and carton

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Pulling Power

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THE ST. LOUIS STAR

—an indication of it!

THE St. Louis Star each week awards \$50 in cash prizes and 100 pairs of tickets to a local motion picture theater for the cleverest answers submitted by readers to a contest feature.

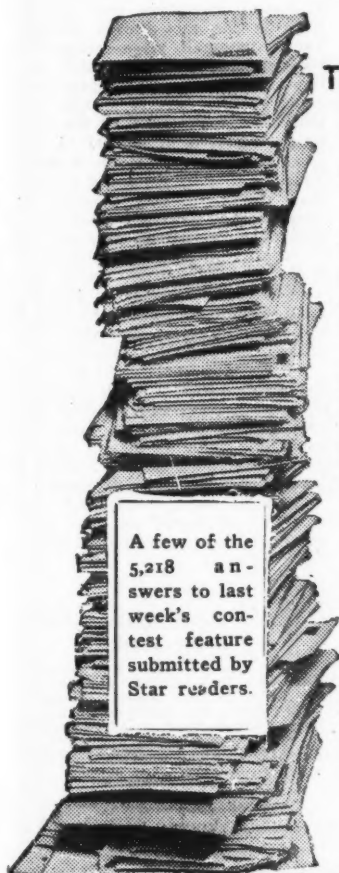
Last week 5,218 readers entered the contest. That indicates pulling power. But the fact that particularly should interest national advertisers in this:

95 of the 100 theater tickets awarded were turned in at the box office.

That shows the location of responsive circulation—in St. Louis, key city of the whole Mississippi Valley market.

don't say "Paper"
—say "STAR"

Trade Mark Registered.



A few of the 5,218 answers to last week's contest feature submitted by Star readers.

National Advertising Representatives

STORY, BROOKS & FINLEY

New York, Chicago, Philadelphia, Los Angeles,
San Francisco, St. Louis

didn't seem very well adapted to persuade people to buy an unromantic piece of hardware for a Christmas gift. Red ribbons and holly paper were obviously impractical. A special Christmas carton, too, was impractical, because the dealer would have on his hands after Christmas a number of gift cartons that were useless for selling goods early in January.

With these facts in mind the company designed a special slip-on of decorative cardboard. This slipped over the regular carton and

There are six quick sales in this new WALWORTH display carton

The greatest WALWORTH Stillson Wrench, as you know, is now slippable into a great new market as a household utility tool.

It is being quickly advertised in the Saturday Evening Post as "The Handy Helper in Every Home."

The 16-inch Walworth Stillson is

now packed in a new handy box for your household needs.

There are six of these boxes in the new Walworth carton. Get this practical display on your counter. It will sell the idea of a household wrench to your customers—before they are leaving your store.



Your Jobber Can Supply You!

WALWORTH MANUFACTURING COMPANY, Boston, Mass.
New York, Philadelphia, Chicago, St. Louis, Kansas City, Portland, Ore., Denver, Colo., and Cincinnati, Ohio.
WALWORTH INTERNATIONAL COMPANY, NEW YORK, FOREIGN REPRESENTATIVES

BUSINESS-PAPER ADVERTISING PRECEDED THE GENERAL CAMPAIGN

was lettered with a timely message. The regular display carton was supplanted by a special one designed solely for holiday trade. The dealer merely put the slip-ons over his regular cartons, repacked them in the new counter-display carton and he had a good prospective holiday seller. The holidays over, he can remove the slip-ons, throw away the special display carton and get out the old one. This gives him a good seasonal product with no more trouble than the repacking, and it leaves him an appropriately packed staple when the Christmas rush is over.

This was announced to consumers with a full-page advertisement early in December. Here, again, use was the main theme of the advertisement, with the gift idea played up strongly.

The notable facts about the Walworth campaign are several. First is the fact that a wrench known nationally as a mechanic's tool should prove its value for household use so promptly and conclusively. Second is the fact that a large majority of the best letters received in answer to the prize offer were from women. Third is that by using the Christmas slip-on it was possible to obviate the forced after-Christmas sales so often necessary to dispose of surplus stock. Fourth is that the sales organization was able to sell such a large proportion of the campaign quota before the announcement of the new package in national advertising.

To the advertiser who is seeking a way to get a staple product, that has never enjoyed domestic use, into the home the Walworth campaign should be of great value. Certainly Daniel Stillson's invention has proved its value in household emergencies, and the story of its many uses has been the basis of an effective advertising campaign.

Gummed Paper Makers Adopt Trade-Mark

The Gummed Paper Manufacturers Association has adopted a trade-mark for the use of its members. The trade-mark consists of a boxed design enclosing the letters "G P M A" and, under the design, the following words: "Member of the Gummed Paper Manufacturers Association."

"Dog World" Has New Owners

Dog World has been purchased by the Judy Publishing Company, Chicago, who will enlarge this periodical to 32 pages beginning with the January issue. Cleve M. Bardine, formerly with the Chicago *Daily Journal*, will be in charge of advertising.

Walter Dexter Grose has joined the staff of the John Buchanan Advertising Agency of Boston.

The Cleveland Newspaper Situation

The Press Is Cleveland's Most Popular Newspaper

THE circulation statements of the Cleveland daily newspapers for the period ending September 30, 1922, was as follows:

The Press - 182,548

The News - 106,601

Plain Dealer - 192,712

These are daily figures only, as The Press does not publish a Sunday edition.

143,041 of The Press total circulation of 182,548 is in Greater Cleveland; representing one of the most highly compact and intensified circulations of any daily newspaper.

Possibly this is one of the reasons why The Press carries more local advertising than any other Cleveland daily newspaper.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York Chicago Cincinnati San Francisco
St. Louis Atlanta Cleveland

Member Audit Bureau of Circulations

The **The Scripps-Howard Newspapers**
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

Methods of Buying in the Automotive Industry

MACHINERY, materials, car parts, equipment and supplies are bought for the automotive industry mainly by the "conference" method.

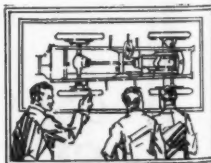
That is, the heads of various departments must all be consulted in order to preserve the harmonious assembly of the product.

The sort of alloy steel, the make of carburetor, the kind of axles, springs, bodies, etc., etc., as well as the bolts and nuts, the machine tools, the testing apparatus, and even assembly devices such as traveling cranes, conveyors, etc., effect in more or less degree every department of an automotive plant—the design, production, sales, and administrative divisions are all interested in one way and another.

So that, when you or your client desire to sell to automotive manufacturers, it is necessary to impress all or most of these different men who take part in making selective purchases with the advisability of selecting your particular brand of goods.



ADMINISTRATION



DESIGN

Automotive Industries covers the four great divisions of the industrial world: Design, or Engineering; Production, or Manufacture; Manufacturers' Sales; and Distribution.

Automotive Industries reaches weekly practically all of these men. In every active worthwhile plant engaged in producing automotive apparatus, from 1 to 5 copies of *Automotive Industries* is subscribed for regularly and routed through the plant among the various department executives. In most of the plants from 1 to 25 extra copies are subscribed for personally by these executives themselves—President, Engineers, Production Managers, Plant Superintendents, etc.

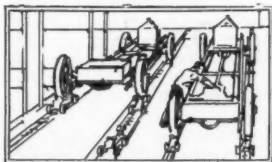
And the remarkable prestige of *Automotive Industries*, both at home and abroad, as the recognized authority of the Industry, lends considerable additional force to the value of its advertising pages.



THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK



PRODUCTION



MARKETING

Industrial Engineering, or Analysis of Markets and Methods of Marketing; Administration, Industrial Economics, the Financial Aspects of Design, Production, and Sale.

Tested—

and found worth while

REPEAT ORDERS IN ANY LINE OF
BUSINESS TELL THE STORY

WITHIN its life, The Detroit Free Press has come to number among its friends a long line of advertisers whose campaigns find first place within its pages time and time again. In no classification is this more true than in automotive advertising.

For years the Free Press has universally been known as a permanently effective medium for advertising of this nature—effectiveness that is built upon the natural appeal of this newspaper to those who are and who always will be **AUTOMOBILE BUYERS.**

SHOW NUMBER JAN. 21st

An issue which will be replete with everything pertaining to the show and to automobiles. Too good an opportunity for the automotive advertiser to pass up.

Closing Date Jan. 18th

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

Why "Bother with" Trade-Mark Registration?

Plenty of Reasons, for a Fair-Minded Person, Why Registration Is Advisable

PHILADELPHIA, PA.

Editor of PRINTERS' INK:

I was interested in reading your article entitled "When You Cannot Get Trade-Mark Registration," which appeared in your issue of November 30. The question which I wish to raise is, Why bother with such registration at all? Registration of trade-marks creates no rights, protects no rights, and is procedural only. If you have a right to a trade-mark, you have it independent of trade-mark statutes. If you have no right, registration will not give it to you. The law is well settled on this point.

Rights to a trade-mark depend upon its use—"that which alone gives it any value." This is so, because in our country sovereignty resides in the whole body of the people and not in the Patent Office. Consequently, it is immaterial what the Patent Examiner may think what one's rights are to a trade-mark. The courts pay no attention to his opinion, because under the Constitution his opinion cannot be substituted for the will of the people.

JULIUS ZIEGET.

THE foregoing letter very clearly reflects one of the reasons why the American Bar Association has been endeavoring to secure a revision of the trade-mark law. In a large number of instances, attorneys are advising their clients not to "bother with" registration of their trade-marks, upon much the same reasoning as is set forth here. Such a course simply serves to increase the great multitude of trade-marks of which there is no public record whatever. This may seem a matter of small moment to the attorney who comes into contact with trade-mark problems only semi-occasionally, but the Patent and Trade Mark Section of the Bar Association is not inclined to minimize its importance. Something like three years have been spent in the efforts to perfect a statute which, so far from making registration less general, is designed to make a public record of trade-mark use practically obligatory. If registration is indeed a matter of procedure only, and of no practical value, a great deal of

labor has been expended by the Bar Association committee for nothing, and the recent endorsement of the proposed law by the Association is a redundancy of futility.

It is true, of course, that under the present laws registration of a trade-mark does not create any rights of ownership which do not already exist. But it does confer certain privileges and create certain presumptions which may be of very great value. It gives the Federal Courts jurisdiction in any infringement suit. It is *prima facie* evidence of ownership (if obtained under the Act of 1905), and places the burden of proof directly upon the opposer. It is absolutely indispensable as a preliminary to registration of the mark in foreign countries, many of which base trade-mark rights upon registration instead of use. And, most important of all, it creates a public record of the fact that certain names and symbols have been pre-empted, thus preventing the entirely unintentional use of infringing marks by others.

It unfortunately is the case that the records of the Patent Office include only a fraction of the trade-marks in use, and that consultation of the files at Washington is not conclusive evidence of the prior use or non-use of a mark. It does not help that condition, however, to advise business men not to apply for registration, but serves to make it so much the worse. As a matter of fact, the man who does not register is himself the greatest loser, for he forfeits the protection he might gain against the innocent infringer who has searched the Patent Office as a precaution and failed to find the mark on record. Furthermore he lays himself open to the possibility that his mark may be pirated abroad with almost perfect

impunity. There is no question, we think, that advice not to "bother with" registration is bad advice, and the enactment of the Bar Association's new statute will go a long way toward discouraging it for the future.—[Ed. PRINTERS' INK.]

Norristown, Pa., Newspapers to Be Consolidated

The Norristown, Pa., *Times* has been sold by Joseph J. McGinley and his associates to Ralph Beaver Strassburger, publisher of the Norristown *Daily Herald*.

The *Times* will be continued as heretofore until plans are completed for the actual merger of the two newspapers. Pending this consolidation, the *Times* will be published at the plant of the *Daily Herald*.

The *Daily Herald*, founded in 1799, was purchased by Mr. Strassburger a year ago. The *Times* was established in 1881.

Canadian Chick Hatchery Plans 1923 Campaign

Newspapers in small towns and farm papers will be used in the 1923 advertising campaign of the Canadian Chick Hatchery, Hamilton, Ont., which has placed its account with the Hamilton Advertisers' Agency, Ltd., of that city.

Henry G. Bell has joined the staff of the Hamilton agency. He recently was with the soil and crop improvement bureau of the Canadian Fertilizer Industry. Mr. Bell also has been a professor in the University of Maine and Iowa State College.

Silk Association to Hear S. S. McClure

S. S. McClure, chairman of the board of McClure Publishing Company and editor of *McClure's Magazine*, will be one of the speakers at the fifty-first annual dinner of the Silk Association of America, Inc., to be held at New York on February 3. Mr. McClure's topic will be "World Conditions of Today."

New Advertising Business at Providence, R. I.

D. Gus Schneider has resigned as vice-president of Danielson & Son, Providence, R. I., advertising agency, to form an advertising business of his own. He will handle the account of the Industrial Trust Company of Providence.

J. L. MacDonald, formerly advertising manager for the Plapao Laboratories, Inc., St. Louis, has joined the advertising department of the Oliver Oil Gas Burner and Machine Co. of that city.

Robert N. Fell Dead

Robert N. Fell, formerly treasurer and vice-president of the Franklin Printing Company, Philadelphia, and president of the Printers' Board of Trade of Philadelphia from 1908 to 1910, died at his home in Elkins Park, Pa., December 17, at the age of fifty-one. Mr. Fell's connection with the Franklin Printing Company dated back to 1891, when he entered the firm as bookkeeper. Mr. Fell was treasurer of the Typothetae of Philadelphia since 1910.

Changes Corporate Name to That of Adversed Product

To identify itself more closely with its trade-marked product, the H. Black Company, Cleveland, manufacturer of Wooltex coats, skirts and suits, has changed its name to The Wooltex Company, Inc.

The company has appointed Hugh Fullerton, who has been in charge of advertising and sales, as its general manager.

Sherwin-Williams Reports Profit

The Sherwin-Williams Company, Cleveland, paints, varnishes, dyes, etc., reported a net profit of \$3,006,865 for the year ended August 31, 1922, after charging plant repairs and renewals to expenses, and after providing for depreciation. The total sales of the company and its subsidiaries for this period amounted to \$35,559,729.

National Campaign Sold English Oysters

The English oyster beds were particularly productive this fall, so that the harvest was exceptionally large, so much so that there was fear that the public would not consume all the oysters. The oystermen of Colchester therefore started a national advertising campaign with the result that the oysters were cleared in three weeks.

Will Advertise "Arrow Head" Automotive Parts

Advertising by the Arrow Head Steel Products Company, Minneapolis manufacturer of "Arrow Head" automotive replacement parts, has been started in automotive trade papers. The account has been placed with Jenkins, Farson & Walberg, Chicago advertising agency.

The Manhattan Electrical Supply Company, Inc., New York, has added to its staff K. M. Smith as general battery sales manager. Mr. Smith was formerly general sales manager of the Gould Storage Battery Company, New York.

During 1922 the New York Evening Journal published 42,349 columns of PAID DISPLAY ADVERTISING.

This was a gain of 3,206 columns over 1921—and 1921 had been the largest year in the history of the JOURNAL.

In publishing 42,349 columns of PAID DISPLAY ADVERTISING the EVENING JOURNAL broke not only its own advertising record but exceeded any total ever carried by any other New York evening paper.

*The largest daily circulation in America
—and at 3c. a copy*

Visualizing Flavor and Aroma in Newspaper Copy

Advertising of Ferris Hams and Bacon Embodies an Unusual Appeal to Senses of Taste and Smell

F. A. FERRIS & CO., of New York, packers of Ferris hams and bacon, have found a way to get the appeals of taste and smell into a newspaper advertising campaign in an unusual way.

Color is the advertising man's best friend when it comes to appealing to the senses through the medium of printers' ink. But when he is limited to black and white, as in a newspaper campaign, it is much more difficult to put over the ideas of beautiful appearance, appetizing odor, delicious flavor and similar appeals than if he had all the resources of color printing to aid him.

Although Ferris & Co. are an old concern, having been in business for sixty years, they are a comparatively new advertiser. The present campaign began about a year ago with the use of very small space in a list of newspapers covering the metropolitan district of New York. Since November of the past year large space has been taken in the same list of papers in order to emphasize the "Ten Factors of Flavor" that have made Ferris products favorably known since the company was established and to increase consumption in the territory covered by the newspapers.

The big sales argument on Ferris hams and bacon is the flavor. How to get this over effectively in newspaper copy was the problem. The curing process that produced the "Ferris flavor" would necessarily have to be the keynote of the message, yet it could not be allowed to overshadow the thing that is always uppermost in the mind of the consumer—taste and smell—and just how they are any better in Ferris hams and bacon than in other hams and bacon.

It was a problem of bringing the

product as close as possible to the eating point. Sampling a food product is always an excellent way to introduce it because it is a short, quick route to the consumer's palate. When it pleases, a sale is partially if not wholly made, after which a description of the process, care in preparation, and other points tend to intensify the interest created by the first impression. However, sampling a ham or bacon was not desirable or possible in the present campaign, so an effort was made to get the equivalent of sampling into the copy through the use of illustrations and description that would visualize flavor and aroma.

WORDS THAT DESCRIBE TASTE AND SMELL

Almost any one of the advertisements may be picked at random to show how successfully this was done. One is entitled, "The Aroma Alone Tells You It's a Ferris Ham!" and the copy goes right at the business of making one smell it and taste it:

"Just to smell it sizzling and popping in the kitchen is enough to tell you there's baked Ferris ham for dinner. There is no aroma like it—no bouquet so rich and full and delightfully appetizing.

"And when you slide it out of the oven, it's even more tempting. A gem of succulent tenderness and running juices blanketed in a golden brown crust of crackling goodness!"

The illustrations are done in line from photographs and each one seems to stick right out of the page at the reader. Probably one reason why this series of advertisements seems so "eatable" is because the ham is invariably shown on the table ready to eat. The illustration in each case thrusts the ham under the reader's nose and the description is vivid

In advertising lineage
carried by monthly magazines

HOUSE & GARDEN

was

28th in 1917

2nd in 1922

28thin 1917
18thin 1918
23rdin 1919
13thin 1920
7thin 1921
2ndin 1922

with a 48% gain in 1922 lineage
over 1921—the greatest gain re-
corded by *any* magazine published.

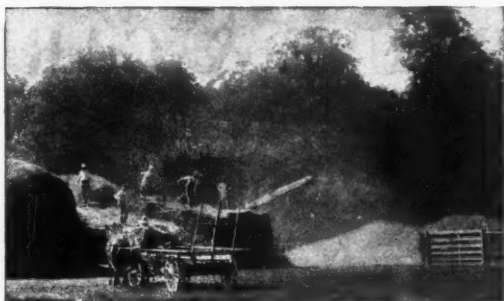
We Believe

this to be the most remarkable
progress ever made by an Amer-
ican magazine in a similar
period.

Nothing succeeds like results.

HOUSE & GARDEN

One of the CONDÉ NAST *Group*



Two Billion Dollars Extra from 21 Crops!

*Final Government Report
Important to Advertisers*

REVENUE from 21 main crops for 1922 is two billion dollars greater than in 1921. This does not include livestock, which will show a large increase over the 1921 valuation of about five billion dollars.

The figures at the right are from the official report of the U. S. Department of Agriculture. They indicate that the farmer has made money and that he is a customer worth going after — hard.

The Agricultural Press Committee of the American Association of Advertising Agen-

cies was right when it said that the buying power of the farmer, no matter where located, is increased 25 to 50 per cent.

Get Your Share of This Increased Buying Power

Corn	\$603,074,000	more than 1921
All Wheat	109,305,000	"
Oats	152,594,000	"
Barley	32,817,000	"
Rye	23,071,000	"
Buckwheat	1,772,000	"
Flaxseed	14,221,000	"
Rice	6,034,000	"
All Hay	232,161,000	"
Tobacco	93,434,000	"
Cotton	546,828,000	"
Cotton seed	74,827,000	"
Clover seed	2,376,000	"
Maple Sugar and Syrup	1,409,000	"
Beans	20,030,000	"
Grain Sorghums	34,561,000	"
Broom Corn	4,856,000	"
Apples	35,759,000	"
Peaches	23,874,000	"
Pears	521,000	"
Oranges	12,220,000	"
Total	\$2,025,774,000	"

The Department's report shows decrease in only eight crops, mainly minor or sectional items. The grand total of all figures shows a net increase of \$1,842,978,000.

Advertisers who study these figures will see the unusual advantage of placing farm papers on their schedules this year. Ask your advertising agency or any farm paper for complete data.

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publication. All information published over this signature is absolutely impartial.

Agricultural Publicity Committee
76 West Monroe Street, Chicago

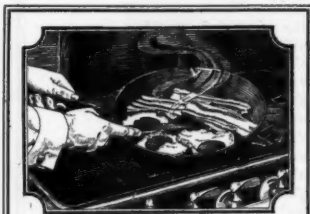
enough to give him all the sensation of eating without actually doing so, as for example:

"When your tongue wriggles over a morsel of Ferris Ham and your mouth waters in response to that delightful, tantalizing symphony of rich juices—please don't think you are enjoying a brand new food discovery.

"The delicious blending of sugar and salt with the deep tang of fragrant green hickory and the

copy. By this means it is subordinated to the taste and smell appeal and at the same time it is prominent enough not to escape the reader's attention.

Variety is obtained by alternating large and small space on a schedule of three insertions a week. In the smaller advertisements (two columns by 7½ inches), the panel on the "Ten Factors" is omitted. The large advertisements are five columns by 11½ inches and four columns by 14½ inches.



Old-Fashioned Bacony Flavor

If your mind goes back to the deep, rich, old-fashioned flavors of years gone by, you will find Ferris Bacon truly delightful.

For today, this delicious bacon is still made by exactly the same unhurried process that the house of Ferris developed sixty years ago. In all these years no one has ever found a way to produce more tender meat or a more appealing symphony of flavors.

The good old days of good things to eat are still here for the homes that insist upon Ferris Bacon.

FERRIS BACON

"The old-fashioned flavor that's always new!"

NEWSPAPER COPY THAT MAKES THE
READER SMELL THE PRODUCT

natural sweet juices of pure bred pigs is actually more than half a century old—the result of the Ferris "Ten Factors of Flavor" discovered over half a century ago."

In order to supplement the appetite appeal with reinforcing arguments on methods of curing and smoking, a tabulated list of the Ferris "Ten Factors of Flavor" is made a part of the large-space advertisements by running it as an upright panel in each piece of

How Many Grocery Store Orders Come by Telephone?

When a woman is buying finery for herself or furnishings for her home and has some definite purchase to make, she will leave no stone unturned and examine the stocks of a dozen stores in her search for the best and cheapest. The daily papers are full of large-size advertisements of bargains and she scans these carefully.

But when it comes to providing the food for her table she generally sits down and telephones to the grocer and the butcher and the baker and orders indiscriminately anything that comes into her mind without regard for brands, quality and seasonableness.

A recent investigation in New York City showed that the best class of grocery shops receive approximately 60 per cent of their orders by telephone. This percentage increases in the summer time, when more of the customers are out of town at their country places. In the same type of store the dealers estimated that about 47 per cent of the ordering is done by a housekeeper or servant.

In the class of stores which are the typical "corner groceries" of New York, the percentage of orders taken by telephone is 40 to 42 per cent.—From the J. Walter Thompson "News Bulletin."

R. O. McKeown with Denne Agency, Toronto

R. O. McKeown, recently with the Mitford Advertising Agency, Toronto, has joined the staff of A. J. Denne & Company, Limited, of that city, as account executive. He was at one time with the sales department of the Harris Abattoir Company, Limited.

Arthur S. Witherspoon and Louis J. Arata have formed a printing service business at New York under the name of Witherspoon & Arata, Inc.

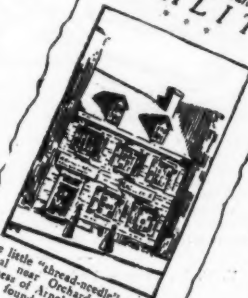
Mr. Witherspoon and Mr. Arata were formerly with The De Vinne Press, also of New York.

Arnold, Constable & Co.

Fifth Ave. and 40th Street

Founded 95 years ago

Arnold, Constable standard—
QUALITY



The little "thread-needle" shop on Canal near Orchard, where the business of Arnold, Constable was founded 95 years ago.

Good Morning!

A good many good people have paid Arnold, Constable the long-range compliment of a high regard. They have not said it distantly, but have not expressed it by visiting the store.

We hold out our hands to all such, this Thanksgiving morning. And we confess that we have been a little too conservative—a weakness which seems to come with age, to businesses as well as to individuals.

But, glory be! businesses have this on individuals—they may cast off their conservatism, and take on again the broad, limitless, undaunted, active outlook of youth.

That, we have done.

The new Arnold, Constable is particularly sympathetic with the men and women who read the *Morning World*. The standards of living which are appealed to by its editorials, its "looker-on in Washington," its F. P. A. and Brown (to place them alphabetically), its enterprise and absurd comments—yes, even its people whose fashion and home needs we understand and shall hope to satisfy.

Thanks!

The World

Pullitzer Building
New York

Mallers Building
Chicago

Ford Building
Detroit

Comfort's Home Lawyer sets term



Through the columns of this department subscribers may have free advice from our eminent legal adviser on all questions of law except divorce matters.

Address Home Lawyer, COMFORT, Augusta, Maine. Sign your true name and give your address. Name will not be published.

V. F. L., Texas.—Under the laws of your state, we are of the opinion that the community property (that is such as is purchased or acquired by onerous title during marriage) all goes to the surviving husband or wife upon the death of either, leaving no child nor descendant; we think the separate real estate of the decedent is subject to another disposition in case the decedent leaves no will.

E. W. N., So. Dakota.—If your brother refuses to account to you for your share of the proceeds of the property he has leased to the agent of your father's, we think it will be necessary for you to bring an action against him to compel him to do so; we think he has any legal right to cut the share without paying you for your share.

Miss E. P., Pennsylvania.—Under the laws of Alabama, Kentucky, Maine, New York, New Hampshire, Texas,

Mrs. S. V., state, we are of the opinion that the married man, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. T. Q., we are of the opinion that the woman you mention, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

state, we are of the opinion that the married woman, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. M. V. P., Maryland.—Under the laws of your state, we are of the opinion that the unmarried man, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

W. G., Florida.—Under the laws of your state, we are of the opinion that the woman, leaving no will, her debts and expenses, would be subject to another disposition in case the decedent leaves no will.

Mrs. H. R., Texas.—Under the laws of your state, we are of the opinion that the landlady you mention, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. T. W. M., Wisconsin.—Under the laws of your state, we are of the opinion that the landlady you mention, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. S. V., state, we are of the opinion that the married man, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. T. Q., we are of the opinion that the woman you mention, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

Mrs. S. V., state, we are of the opinion that the married man, leaving no child nor descendant, would be subject to another disposition in case the decedent leaves no will.

VOL. XXXIV
NO. 8

SPECIAL NUMBER

COMFORT

The Key to Happiness and Success
in over a Million and a Quarter Homes
Published at Augusta Maine

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The Pie

By Pr.

Copyright, 1922.

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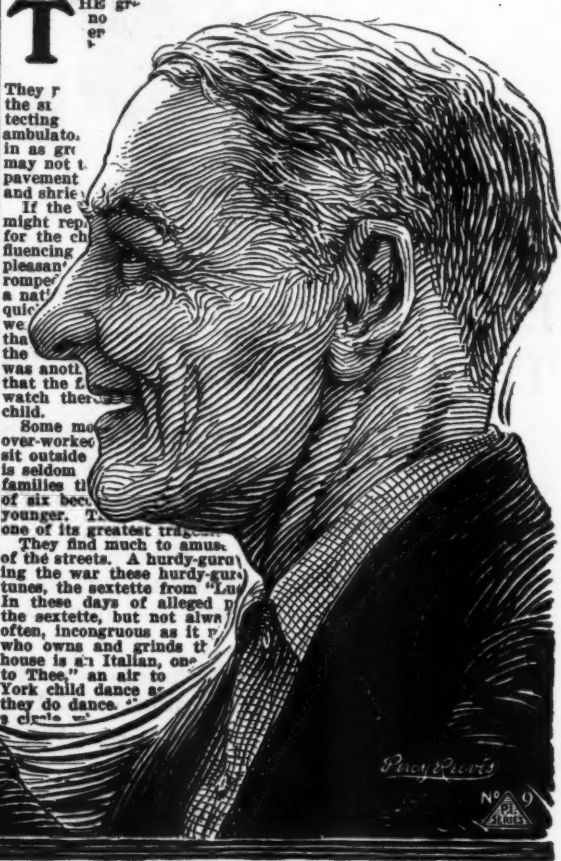
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W. H. GANNETT, PUB., INC., Augusta, Maine

New York Office: 1637 Aeolian Hall
WALTER R. JENKINS, Jr., Rep.

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Rep.



THE GRADUATE
ENGINEER

No. 8 of a Series

Engineers have The Question-Mark Mind

HIS COLLEGE course finished, the engineer uses his technical papers to keep abreast of the developments in his own field.

But for a broader picture he turns to Popular Science Monthly for the up-to-date news of science and mechanics in *all* fields.

Over 47,000 of Popular Science Monthly's 250,000 readers—A. B. C. guaranteed—are engineers and professional men.

Popular Science MONTHLY

Advertise to Men *through* Men's Magazines

Animating the Main Talking Point

The Charles A. Schieren Company for Sixteen Years Has Built Its Advertising around Its Famous "Duxbak" Trade-Mark

By Reginald Perry

A BUSINESS paper advertiser who has driven home one message for sixteen years in a way that is old, yet ever new, is not met with every day. He is a rare exception and if he has been successful in thus utilizing one idea and at the same time continually putting on new scenic effects, he is apt to have a story that other manufacturers may profit from reading. It is an old reason for not advertising that "We haven't anything to say; our product does just one thing and everybody who may be a customer knows what that is. What have we to advertise?"

The Chas. A. Schieren Company has found, however, that there is something to advertise, even when its one product is leather belting and its chief talking point is that it is waterproof. For sixteen years a duck has been the company's symbol of the waterproof qualities of its belting. The thought "like water from a duck's back" is clearly suggested by this apt symbolism.

HOW THE TRADE-MARK IS USED

Not only is the duck worked into the trade-mark design which appears in all the advertising pages and on every few feet of the belting itself; the duck is conspicuous in practically all the illustrations.

The demand for a transmission belting which is waterproof, steamproof, moistureproof and proof against oils and alkali exists today just as it existed in 1906 when the Duxbak campaign was started.

In every machine shop where transmission belting is used, a certain amount of lubricant is bound to be spilled on the belting. Often, too, a great deal of moisture is to be found there. In many parts of the country shops are situated on river fronts where

they are subjected to freshets in the spring and the lower floors are inundated once a year. In sugar refineries moisture arises from molasses, and in the bleacheries from bleaching fluids. In the sawmills logs are placed under water before being cut and in the paper mills the pulp is ground under water. The belts here become very wet. In the chemical industries alkali deteriorates belting unless it is proof against this evil.

It can be readily believed, therefore, that the dramatization of the waterproof feature of Schieren's belting by means of the Duxbak campaign begun sixteen years ago had a revolutionary effect upon sales, and that the continued repetition of the claim for this belting in practically the same style of advertising copy has produced a cumulative effect immeasurable in its value.

During the first part of the campaign sketches of the duck were shown. The first advertisement displayed a large reproduction of the trade-mark alongside a roll of belting. Near the belting a man stood holding up an umbrella protecting himself from a cloudburst of rain. The copy read:

"You can run a Duxbak Belt continually wet and get just as much wear and better friction on the pulley than you'd get from most belts if used only in dry places.

"Duxbak (Steamproof) Belting is not affected by hot water, acid or alkali. We guarantee this statement as we guarantee our statement about Duxbak (Waterproof Belting), and will send a belt of either to any reputable firm."

Among other early displays was a duck swooping down into the water where a decoy duck was afloat. The headline read: "Schieren's Duxbak Waterproof

Leather Belting is as different from ordinary beltings as a live duck is from wooden decoys."

Still another advertisement showed a number of ducks, some swimming about in a pond, some on the bank. A roll of Duxbak stands on the bank, some of its length stretching into the water. The idea conveyed here is that "Duxbak can be in and out of

Before attempting to make his first drawing, Mr. Semple explored Sheephead Bay, Long Island, until he discovered a poultry farm. Among the several hundred ducks on this farm there was one which appealed to him as being especially well suited for a model, whereupon Mr. Semple hired the duck—a white Pekin duck—carrying it away with him

in a pasteboard box perforated for ventilation. Arriving home, he let the creature out in his cellar. For days Mr. Semple observed the duck, making all manner of sketches of its various poses and expressions.

"It was highly intelligent, this duck," Mr. Semple said recently. "Its tameness and astonishing willingness to pose—its mannerisms—have always made me think that it must have realized that it was posing for something of immense importance."

No story of Schieren Belting advertising would be complete without recalling the Duxbak exhibit at the World's Fair at Jamestown. In the Schieren booth was displayed a painting on a glass eight by five feet. The painting was that of a brook in a forest with a waterfall in the foreground. Through

a hidden opening in the glass water poured from the waterfall into a tank below. Duxbak wooden ducks were floating in the tank and a line of Duxbak Belting ran under the water. The whole picture was illustrated with electric lights around and behind it. An announcement stated that the Duxbak Belting used in this exhibit would stand in the water for the whole period of the exposition (some six months) and would then be



DUXBAK
NUTAN

The squatter of cutting oils and lubricants, the abrasion of fine chips, the action of small pulleys at high speed—these things have little effect on Duxbak NUTAN. It is practically impervious to the effect of cutting oil, its frictional surface stands up long after your best expectations have been reached.

This frictional surface is a clean, dry one, to which cutting chips do not readily stick.

Consequently, many users are finding it the one long life for the grinding demands of all new and old saw drives.

Let our Service Engineers help you adapt Duxbak NUTAN to your own puzzling or expensive drives. Write them to-day.


Charles A. Schieren Company
Tanners
Belting Manufacturers

Main Office and Factory
41 Ferry Street, New York
Branches: Detroit, Toledo,
Birmingham, St. Louis, and
in All Leading Cities
Throughout the World

THE DUCK HAS STEPPED OUT OF ITS ORIGINAL TRADE-MARK DESIGN IN CURRENT ADVERTISING

the water without affecting its health in the least."

When Charles A. Schieren conceived of the campaign in which a duck was to play the leading role he determined to display no less than the perfect duck. To Robert W. Semple, who has had most to do with the visualization of the company's advertising layouts, was given the responsibility of sketching the first ducks to be pictured.

All in one short busy week

DURING the week between Christmas and New Years members of our organization made speeches, interpreting the 1923 advertising campaigns for three clients, to salesmen's conventions in

KANSAS CITY	CHICAGO
DETROIT	CLEVELAND
ST. LOUIS	BUFFALO
COLUMBUS	BOSTON
PITTSBURGH	HARTFORD
OKLAHOMA CITY	NEW YORK
PHILADELPHIA	BALTIMORE

WE mention this, not as an achievement, but as an indication of the varied activities of our service.

It is important that the sales force of a manufacturer not only be in accord with the advertising plans, but cooperate with all the enthusiasm it is possible to generate in them.

We thought it was up to us to do this, we volunteered and we did it.

CALKINS & HOLDEN, INC.

250 FIFTH AVENUE, NEW YORK CITY

tested to show how well it would uphold Schieren's claim.

This exhibit was well advertised in the technical magazines during the period of the exposition and, at a later date, an advertisement appeared telling about the gold medal received at the fair.

The Charles A. Schieren Company ranks probably among the most consistent advertisers of a single line. The results of its advertising demonstrate the advantage of "keeping everlastingly at it." It is doubtful if any advertiser in any field can be pointed to who has shown more pronounced singleness of purpose, week after week, month after month, year after year, during good times and bad.

As the cumulative effect of the campaign has been piling up year after year, the company's annual advertising appropriation has been increased accordingly. Thus today we find the Duxbak advertisements appearing frequently on the covers, rather than on the inside pages of the technical publications and, when inside space is used, we often find double-page spreads in two colors rather than single-page, one-color advertisements, regularly used in former years.

Most of the Duxbak advertisements during recent years show installations of Duxbak Belting photographed in machine shops, power plants, mills, refineries and bleacheries. Where color is used the belting is shown in brown—the color of leather belting—so as to stand out from the other equipment photographed.

As in the first advertisements, the duck and the Duxbak trade-mark are today playing a conspicuous part. It is no longer surprising to the reader of these advertisements to see photographs of machine shops in which the famous duck is perched comfortably on a lathe, a planer, or a grinder, or standing on the floor near the operator gazing admiringly up at the belting. In the photographs of power plants, too, and wherever else this belting is

used, the duck is always as much at home as the operators.

When the installation advertising began, the Schieren company experienced no trouble in procuring photographs, as hundreds of plants were using the belting by this time and were only too glad to co-operate. Naturally the job of procuring photographs of ducks to insert in the installation photographs was turned over to the artist, who had had such success with the first duck employed.

TAKING A DUCK TO THE PHOTOGRAPHER

This time he purchased a duck and carried it to a photograph studio which he had established. Here he took scores of photographs of the duck in various poses. As a result of his labor, the duck, in some one of these poses, is always found blended into whatever installation picture is displayed.

Like "Merton of the Movies," the Schieren duck was destined to be graduated from "stills." Last May, in a moving-picture exhibit held at the Purchasing Agents Exposition in Rochester, N. Y., it was starred standing on a roll of Duxbak, flapping its wings to the edification of the members of the convention.

So much action did the duck put into the performance when the picture was being "shot" that its feet had to be tied down to the roll of belting.

This duck display was the climax to a "movie" story relating the various processes of belt manufacture—tanning, currying, matching, grading and scarfing.

Though conceived originally as a basis for the Duxbak trade-mark, the Schieren duck is gradually becoming more significant than the trade-mark as such. Salesmen say that frequently they receive requests for "the belting with the white duck."

The Schieren company manufactures another belting, called "Bull's Head," which is not waterproof. The Duxbak advertising has been used as the vehicle to carry the message of this other

Both day and night there is always somebody at Bundscho's that knows about *your* job. Work turned in here belongs to the Bundscho bunch. From the chief executive himself, down to the errand boy—not just to one man.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

closing in 2

**SWEET'S
ENGINEERING
CATALOGUE**

INDUSTRIAL
AND
POWER PLANT
MATERIALS AND
EQUIPMENT

**SWEET'S
ENGINEERING CATALOGUE**

INDUSTRIAL AND POWER PLANT
MATERIALS AND EQUIPMENT

Your catalogue of any products employed in the erection or upkeep of power plant factory, foundry, mill or other industrial plant, if reproduced in Sweet's, will reach 15,000 of the biggest buyers from coast to coast in company with the catalogues of more than 600 of the other leading manufacturers in this field.

n28 days.

"SWEET'S" closes only once a year but when it closes it shuts tight the direct door to the rich market composed of the 15,000 biggest buyers in the field it covers. Make a memo of this for immediate action—or write right now for full details.

Sweet's Catalogue Service, Inc.
THE F. W. DODGE CO.

133 West 44th Street New York City

ES
CATALOGUE

POPLANT
D-EMENT

type of belting. Further than this, the duck is now being used to identify the "Bull's Head" Belting as well as the waterproof type.

The duck, in fact, has become a trade character in every sense of the word—a veritable personality—appearing more and more conspicuously in every form of advertising—posters, window cards and direct-mail literature of every description as well as in the advertising pages of the technical publications—and in the "movies."

Purchasing Agents' Association Modifies Catalogue Sizes

NATIONAL ASSOCIATION OF PURCHASING AGENTS

NEW YORK, N. Y., Dec. 26, 1922.

Thank you for mentioning the National Standard Catalogue Size in PRINTERS' INK of December 21, on page 20.

Because of the request of the Committee on Simplification of Paper, sizes and qualities appointed by the Bureau of Standards, Department of Commerce, Washington, D. C., to effect the greatest economy in paper and other costs, the Executive Committee of the National Association of Purchasing Agents authorizes the announcement that the recommendation of the Association regarding sizes of standardized catalogues may be modified at the option of the publisher to $7\frac{3}{4} \times 10\frac{3}{4}$ or its half size, $5\frac{1}{4} \times 7\frac{3}{4}$, when saddle stitched.

NAT'L ASSO. OF PURCH. AGENTS,

H. R. HEYDON,

Secretary.

Joins Candy Chain Store Company

Warren P. Staniford, advertising manager of Eloesser-Heynemann Company, San Francisco, clothing manufacturers, has become advertising manager of Ernest Wilson Company, San Francisco, operator of a chain of California candy stores and restaurants.

Publishers' Association Ap- oints Traffic Manager

The National Publishers' Association, New York, has appointed George C. Lucas director of transportation. He will organize a traffic bureau for the service of the association's members.

Joins Aitken-Kynett Agency

R. G. Clark, formerly space buyer for Barrows & Richardson, Philadelphia, advertising agency, has joined The Aitken-Kynett Company, advertising agency of that city.

Banks as Publishers

The ranks of book publishers in the United States have been greatly augmented in the last few years by the banks. A bank may not appear to be a logical book publisher, but the managers of such institutions have come to the conclusion that they can keep themselves and their business facilities in the minds of the public by the publication of books and so have not let the seeming incongruity of the practice stand in the way.

To be sure, banks do not publish novels and books of that character, but sometimes they do not fall much short of such popular publications. For instance, the Old Colony Trust Co. of Boston recently published an interesting history of the landing of the Pilgrims and the early settlements of Massachusetts. A hundred thousand copies of this book were distributed. The Mercantile Trust Co. of San Francisco is publishing serially in its monthly magazine a history of trade and commerce and development of the Pacific Coast from the earliest times to the present. Doubtless this will be issued when the serial publication is completed, as in the case of novels published in instalments. To cite an even more unusual case, the Continental and Commercial bank of Chicago not long ago published a book of nursery rhymes, profusely illustrated in color.—*Cleveland Plain Dealer.*

Book Association Appoints Vanderhoof Agency

The Subscription Book Publishers Association has appointed Vanderhoof & Company, Chicago, to direct an advertising campaign for which an appropriation of \$60,000 has been made. This association, as related elsewhere in this issue of PRINTERS' INK, has decided to use advertising to make known its standards of practice and to dignify subscription book selling.

Thomas H. Beck, President, P. F. Collier & Son Co.

Thomas H. Beck was elected president of P. F. Collier & Son Company, New York, at a meeting held at New York last week.

Lee W. Maxwell, president of the Crowell Publishing Company, was elected a member of the board of directors of the P. F. Collier & Son Company.

W. S. Curlett Joins Slingerland Printing Company

The Slingerland Printing Company, Inc., Slingerlands, N. Y., has appointed W. S. Curlett vice-president in charge of sales. Mr. Curlett was formerly secretary of the Trunk Line Association.

John M. Mullin, formerly general manager, will continue to be associated with the company as a director.

Subject: What an Advertising Agency Should Know
Gentlemen:

What should the Advertising Agency know about an advertising account before it begins to handle such an account?

1. It should make a complete analysis of the distribution by districts. This investigation should cover territorial distributors and their sub-dealers, and be complete enough so that the Agency can form a detailed estimate of the factory production which will be required to meet the estimated demand for the goods.
2. The Agency should know the sales organization of the prospect. Such knowledge must be based on careful and sound analysis of all records and extensive personal contact with the Director of Sales, the Field Sales Manager, the Divisional Sales Supervisor and the Salesmen themselves.
3. The Agency should make a careful estimate of the factory's ability to expand; so they can give a reliable estimate of the amount and kind of new business which will be handled profitably. The Agency should also learn the time required to obtain and install the necessary equipment and to find and train the operatives needed to produce the increased business.
4. The Agency should have complete information regarding the prospect's financial ability to take care of the estimated expanding program. This should be based almost wholly on the Company's liquid assets, cash surplus on hand and line of credit at the banks, in addition to its actual working capital. The Agency should be even too liberal in allowing for set-backs, unexpected contingencies and failure of departments to perform as estimated. In other words the "narrow neck of the bottle" must be found. This may be in the sales organization, or in the factory, or in the finance department, or it may be in the general disposition of the whole management to let well enough alone.
5. When the Agency has learned such basic facts as the above, they must be classified, digested, correlated and put on a practical working basis from an advertising standpoint. The Agency must know how to create and gauge in kind and volume, and to time the advertising properly, so that it will operate efficiently with the financial means, the factory capacity, the sales organization ability, and at the same time win the cooperation of distributors and dealers all along the line.

An Advertising Agency should master such a program to handle a national advertising account in a satisfactory way. Naturally, if the advertiser holds back this information, he not only handicaps the agency but injures himself.

Very truly yours,

M. P. Gould Company

Advertising Agency

Charter Member A. A. A. A.

60 W. 35 St., N. Y.

The next letter in this series will appear in PRINTERS' INK, issue of Jan. 18.

A Billion Dollar

Hampton Shops, 18 East 50th Street, New York



THERE are 30,000 interested in building products in the profession of architecture. These men represent a fundamental market, a basic industry, a buying power of well over a billion dollars a year. They visualize great buildings; they plan them; they specify materials that are just as important to them as they are vital to the building itself.

ARCHITECTURE gets into the offices of these men; its purpose is to cover the profession from top to bottom. The men in the office of Rouse & Goldstone, the architects of such buildings as Hampton Shops and the Cammeyer Building, New York, are readers of the text and of the advertisements in ARCHITECTURE.

ARCHITECTURE

Buying Power

THE following members of the office of Rouse & Goldstone are readers of the text and of the advertisements in ARCHITECTURE. They are the men who have the "yes" or the "no" to say to a building product.

Name	Do you read the text?	Do you read the advertisements?
L. A. GOLDSTONE	Yes	Yes
W. L. ROUSE	"	"
RICHARD LAMB, Outside Supt.	"	"
H. LAU, Specification Writer	"	"
H. J. KERRIGAN, Draftsman	"	"
S. T. VOLK,	"	"
JOHN DEROCOCCO,	"	"
W. E. HADLER,	"	"
PAUL LUBROTH,	"	"
GEORGE L. SCHEFFLER,	"	"
W. M. SCHWAB,	"	"
S. BAUM, Junior draftsman	"	"

Published by CHARLES SCRIBNER'S SONS

597 Fifth Avenue, New York 320 East 21st Street, Chicago
447 Tremont Building, Boston



How "Bo" McMillin

Awoke Shreveport's Football Fighting Spirit

When "Bo" McMillin, famous all-American quarter of the "Praying Colonels," came to Shreveport last fall as coach at Centenary College, at a five-figure salary, he found:

A student enrollment of some five hundred that had never produced a winning eleven.

A complete lack of football spirit among the people of the city.

Maximum attendance of 500 at games played in the city the previous year.

From out of the material the college afforded, McMillin moulded a team that finished the season as Collegiate Champions of the State; that lost but one game during the season; and that, through its brilliant and successful playing, converted Shreveport

from a lukewarm 500-fan city into a fighting, behind-the-team-every-inch-of-the-way mass of rooters that clicked the turnstiles for a total of 7,200 on Thanksgiving Day.

Shreveport is a sport-loving city. It has long been known for its large baseball attendances in the Texas League; it is prominent in golf; enthusiastic about hunting; fond of competitive events of every kind. Football was the only sport it treated with indifference. McMillin changed that.

As a market for all goods sold to sportsmen, Shreveport stands high in point of buyer-responsiveness. Through the sporting pages of The Shreveport Times, the followers of every branch of play are thoroughly covered.

The Shreveport Times

Published Every Morning in the Year

ROBT. EWING, Publisher

JOHN D. EWING, Asso. Publisher

S. C. BECKWITH SPECIAL AGENCY, New York Representatives
JOHN N. BRANHAM COMPANY, Chicago Representatives

Should Advertising Copy Be Signed by the Writers?

Their Case Is Not Analogous to That of Professional Men, Newspaper Special Writers, Etc.

ATLANTA, GA.

Editor of PRINTERS' INK:

Why is it that cartoonists, sport writers, artists, editorial writers, composers, physicians, ministers, authors, poets, scenario writers, film directors, and so on and on, have the valuable privilege of signing their names to the respective work they do, while advertising copy writers do not?

The former play the rôle of the entertainer, so to speak, while the latter are largely responsible for keeping homes comfortable, finding work for the unemployed, bettering living conditions, keeping the great wheels of industry moving forward, and commercial enterprises going. They help to feed starving nations, or fire the spirit of American manhood to action—they tackle the huge jobs—without recognition. To accomplish these things requires men who *think* and *do*.

It isn't notoriety they seek, but that bit of valuable publicity accorded others which wins recognition as a master of the science and art of the noble profession—advertising.

This custom would add no expense to the cost of space, but would be an added incentive to those who prepare copy to produce better copy, which naturally would increase its pulling power. Do you think it would put advertising, as a whole, upon a higher plane?

The writer would like to have your opinion, as well as that of other advertising men.

ALFRED L. FOUCHÉ.

THE principal objection to signed copy is that it immediately stamps the text as advertising matter. Of course it is not necessary to have advertising masquerade under the guise of fiction. Nevertheless, it does not pay to have the copy literally shout: "This is an advertisement." The reader promptly puts on his defensive armor when he realizes he is being sold something. The message must be delivered subtly and signed copy does not permit that sort of treatment. A piece of advertising matter is supposed to emanate from the company which pays for the advertising. The copy makes certain statements about a firm's ideals, its personnel, its product. Why should a man not a member of the company sign it?

Yet copy of a different sort is sometimes signed. The First National Pictures, Inc., recently asked Ellis Parker Butler, the author, to look at the film, "East Is West," and write his impressions of it. Each advertisement was signed. But as pointed out in the news article in PRINTERS' INK which commented on this campaign, Mr. Butler refused to write the copy unless he liked the film, and further stipulated that he should be allowed to say anything he pleased about it after he had seen it.

This type of copy, more or less of the testimonial kind, has long been signed. But institutional advertisements purporting to emanate from the Packard Automobile Company, the American Radiator Company or any large industrial organization, signed by Peter Davison of the Blank Advertising Agency, would not, in our opinion, ring true. Such advertisements are often signed by the president of the company doing the advertising. He seems a more logical choice for the honor. Each piece of advertising copy is the official voice of the company that advertises. Why then should it be signed by an outsider who is called in and paid to interpret it?

There is no need to be discouraged about the fact that copywriters do not as a rule sign the copy they write for clients. Some of the greatest work in history has been done anonymously. A great deal of work of a very lucrative nature is done in large corporations, also anonymously. The treasurer, the principal stockholder, the president, the purchasing agent and a great many other component parts of every organization do valuable work and it is not blazoned forth publicly. As a matter of fact, Mr. Fouché, do not you, yourself, get a little bored sometimes when before the villain

makes his appearance in the movie show, you have to read the tremendous list of people who have had a hand in directing, photographing, writing, posing and otherwise getting ready the picture while you are eagerly waiting for the action to start?

Moreover the idea of giving a man publicity has sometimes been run into the ground, you know. It has sometimes been handed out in place of cash. Many a man who has been hopefully waiting for an increase of pay during a long and weary year, has, at the end of the period, been handed instead of the expected increase, his name beautifully lettered on his office door. Some institutions are liberal in gold ink names on doors or letterheads and similar marks of honor, but not so liberal in those material considerations which are more interesting to the butcher, the baker and the doctor.

And while we are talking about valuable services to civilization that are performed without a due amount of publicity, how about the milkman, the iceman, and the other valuable citizens who perform indispensable functions? The stoker, too, down in the coal hole of the ocean liner is as valuable a man as there is on the ship, but few of the passengers know his name. Unlike the stoker the copy writer works in comfortable quarters and receives good pay for his valuable and interesting work—which work consists in interpreting the ideals, policies and products of progressive American manufacturers to their customers and prospective customers in all parts of the world.—[Ed. PRINTERS' INK.]

Lanston Monotype Advances Harvey D. Best

At a meeting of the board of directors of the Lanston Monotype Machine Company Harvey D. Best was elected a director and second vice-president of the company. J. Maury Dove, president, informs PRINTERS' INK.

R. B. Alexander, who has been Eastern manager of *Holland's Magazine*, has joined the *Woman's Home Companion* staff of the Crowell Publishing Company, New York.

Cleveland Bank Has Christmas Party for Children

The Cleveland Trust Co., through a voluntary business-getting organization of employees known as the Cleveland Trust Club, used quarter-page newspaper advertising to stimulate interest in its annual six-week holiday campaign for new accounts. Its goal, \$1,326,000 of new accounts, was reached in four weeks. A feature of the drive was the Christmas party which was advertised by the "Boosters," as the employee organization is known, to arouse the enthusiasm of children for thrift. Santa presented candy and savings accounts. Partly through these efforts of employees, according to one advertisement, the Cleveland Trust Co. has won the distinction of having more depositors than any other bank in the United States. They number 382,000 or more than one-third of Cleveland's population.

S. C. Baer Forms Advertising Business at Cincinnati

A new advertising business has been formed at Cincinnati by S. C. Baer, under the name of the S. C. Baer Company. Mr. Baer until recently was vice-president of the Blaine-Thompson Company, Inc., advertising agency of Cincinnati, and for a number of years had been advertising manager of the Monitor Stove Company.

The Baer Company will direct the advertising of the Monitor Stove Company, the Jung Arch Brace Company, the F. H. Lawson Company, manufacturer of metal specialties, and the Bettmann Dunlap Shoe Company, all of Cincinnati.

H. Dalmases to Manage New York Office of Chicago Agency

The Export Advertising Agency, Chicago, has opened a New York office which is in charge of H. Dalmases, who has joined the company as vice-president. Mr. Dalmases has been engaged in export work for more than twenty years. For ten years he was export and foreign advertising manager of Scott & Bowne, "Scott's Emulsion."

Joins San Francisco Shoe Manufacturers

A. H. Dewees, formerly assistant advertising director of the Zellerbach Paper Company, San Francisco, has been appointed advertising manager of Buckingham & Hecht, of the same city, manufacturers of Buckhect shoes.

Joins "Needlecraft Magazine"

B. V. Cook will join *Needlecraft Magazine* on January 8. Mr. Cook will be assistant to Robert B. Johnston, Western manager of *Needlecraft Magazine* with headquarters at Chicago. Mr. Cook has been with *Better Farming*.

A dominating State; a dominating Paper!

OHIO is a dominating State; practically no undeveloped land; a State evenly balanced between mining, manufacturing and farming. The most perfectly balanced State in the Union! Try out your new products, or your old products with new features, in Ohio.

And in Cincinnati, the most typically Ohian of all the cities, you have a dominating newspaper, the **TIMES-STAR**. It offers you a reader supremacy that has been increasing for the past fifteen years. The **TIMES-STAR** goes into four out of every five Cincinnati homes.

The **TIMES-STAR** offers the most economical and most effective medium through which the full purchasing power of this market can be reached. Local and national advertisers have testified to this fact by using more display space in the **TIMES-STAR** for over fifteen years than in any other Cincinnati paper, including those with Sunday editions.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

—and Then the Timken



"An' then I am on the axle"

Right there is the climax of the scene. Father says: "Comin' down the road, comin' up—fellow is out of the line to pass in front of me—"

"An' then I am on the axle"

You may doubt whether or not the father may suspect the importance of the situation. On hills or level roads without warning, wheel goes into the main drive that even the best driver

—And just now you see the Timken Axle in your car. It is the axle that carries the car's weight and gives it the smooth, steady motion that is the mark of a good car.

TIMKEN AXLE

Besides Timken, the clients of

The Allayne-Zerk Company,
Direct contact lubrication for auto-
motive vehicles.

American Chamber of Economics, Inc.,
A consultation and educational ser-
vice for executives.

The American Multigraph Sales
Company,
The Multigraph.

Atlantic Stamping Company,
Household utensils.

The Austin Company,
Standard and special factory
buildings.

Burroughs Adding Machine Company,
Adding, bookkeeping, calculating
and billing machines.

The Cleveland and Buffalo Transit
Company,
Great Lakes steamship lines.

The Cleveland Provision Company,
"Wiltshire" meat products.

Detroit Steel Products Company,
"Fenestra" solid steel windows and
Detroit springs.

The Fox Furnace Company,
"Sunbeam" furnaces.

Gainaday Electric Company,
Electric household appli-
cations.

The Gipsolite Company,
"Gipsolite" oil.

The Glidden Company,
Paints and varnishes, in
"Jap-a-lac" and Ripolin.

Ivanhoe-Regent West
of General Electric Company,
"Ivanhoe" neon lights.

The Jeffrey Manufacturing
Coal mining machinery,
motives, elevators, convey-
ing machinery.

Fuller & Smith

Charter Member American Association
of Advertising Agencies

1501 Euclid Ave., CLEVELAND, OHIO

Timken-Detroit Advertising

"then jammed
on the brakes!"

there is the danger
Comin' down the hill—line of cars
'up—falling in a gray roadster shoots
the line to pass one else—right slams
out of me—

An' then I jammed the brakes!"
All the other chaps' heads, you
may doubt whether the danger is all—has you can't
respectful of the importance of the brakes
the hills or level roads
about wearing—what
set into the main drive
it even has been done

And just one other
Brakes are important
Timken Axles to your
responsibility in the
not sure that very
roadside mechanism

TIMKEN AXLES

It was in 1912 (February 3d) that the first Timken advertisement appeared in The Saturday Evening Post—the pioneer national advertising of a unit of motor-car construction. Fuller & Smith's service on Timken Axles dates from November of 1911.



the clients of Fuller & Smith are:

aday Electric Company,
Electric household appliances.
Gipsolite Company,
"Gipsolite" wall.
Glidden Company,
Paints and varnishes, including
"Pep-a-lac" and "Ripolin".
Hoe-Regent Water,
General Electric Company,
"Ivanhoe" incandescent and
illuminating fixtures.
Jeffrey Manufacturing Company,
Coal mining machinery, electric loco-
motives, elevator, conveying and
crushing machinery.

National Lamp Works
of General Electric Company,
National Mazda lamps.
The Outlook Company,
Automobile windshield cleaners and
rear view mirrors.
H. H. Robertson Company,
Robertson Process Asbestos Protected
Metal.
Hotels Statler Company, Inc.,
Operating Hotels Statler in Buffalo,
Cleveland, Detroit, and St. Louis, and
Hotel Pennsylvania in New York.

Seiberling Rubber Company,
Seiberling tires and rubber heels.
United States Chain & Forging Co.,
"McKay" tire chains and commercial
and industrial chains of all kinds.
University School,
College preparatory school.
Westinghouse Electric & Manufac-
turing Company,
Electric apparatus, appliances and
supplies, including household
labor-saving devices.
Willard Storage Battery Company,
Storage batteries.

Fuller & Smith - Advertising

1000 Ave. CLEVELAND

Member National Outdoor
Advertising Bureau, Inc.

242,500 Increase
IN ONE YEAR

110,000 Increase
IN TWO MONTHS

Distribution March, 1923, issue 610,000

Distribution January, 1923, issue 500,000

Gain, two months 110,000

An Increase of 22%

Distribution March, 1922, issue 362,500

Gain, one year 242,500

An Increase of 66%

"America's Fastest Growing Magazine"

For rates and other information, write

TRUE STORY MAGAZINE

MACFADDEN BUILDING
1926 Broadway, New York City

H. A. WISE, Adv. Mgr.

Western Office
168 N. Michigan Ave., Chicago
CHAS. H. SHATTUCK, Mgr.

New England Office
Little Building, Boston
METZ B. HAYES, Mgr.

Bar Association Out for Uniform State Trade-Mark Laws

Special Committee Prepares Draft of Statute Designed to Facilitate Protection of Rights

By G. A. Nichols

THE American Bar Association Committee that recently redrafted the national trade-mark act has just completed a draft of a uniform State trade-mark law. This action was taken in accordance with instructions issued at the late meeting of the American Bar Association in San Francisco. After a thorough discussion of the State trade-mark laws at the meeting it was revealed that about the only feature in which the laws are in substantial accord is the objectionable one that they do not prevent legalized piracy and extortion.

"By legalized piracy and extortion," says Edward S. Rogers of Chicago, chairman of the committee, "we mean this: Legal trade-mark rights depend upon the laws of the States. Registration in the United States Patent Office evidences rights to the use of a mark only so far as interstate commerce is concerned. But there is nothing under the Federal trade-mark law to prevent any usurper from using another's trade-mark within the confines of any one State. It is to the State, therefore, rather than the nation that the manufacturer must look for the protection of his rights and interests.

REGISTRATION IN STATES

"There have been statutes designed to protect trade-marks in several States for many years. In 1845 such a law was enacted in New York; this was the earliest. State laws under different titles but all looking toward protection of trade-marks were passed in Pennsylvania and Connecticut in 1847, Massachusetts in 1850, Ohio in 1859, Iowa 1860, Michigan 1863, Oregon 1864, Nevada 1865, Kansas, Maine and Missouri 1866. These in general were penal stat-

utes punishing fraud in the use of false marks. There were other acts of the same general character from time to time.

"The present State trade-mark acts are the result of the decisions in cases involving the imitation of the blue label of the Cigar Makers' International Union. The courts were divided, apparently hopelessly, on the question whether a labor union, as such, could own a trade-mark and be protected in its use. As a result of this uncertainty, beginning about 1890, statutes were passed in a number of States permitting registration in the office of the Secretary of State of any label, trade-mark, term, device or form of advertisement, by any union, or association of workmen. There was a question whether, being confined to unions or associations of workmen, these statutes were not invalid as class legislation, and so many of them were amended and others passed, adding the word 'person,' and providing for registration by and protection of any 'person' or 'union or association of workmen.' Later the courts in such cases as *Carson v. Ury*, 39 Fed. 777, granted complete protection to rightful users of union labels, and the statutes were little availed of until the decision of the Supreme Court in *Hanover Star Milling Co. v. Metcalf*, 240 U. S. 403, and *United Drug Co. v. Rectanus Co.*, 248 U. S. 90, where the Supreme Court took occasion to repeat the rule, announced as far back as the *Trade-Mark Cases*, 100 U. S. 82, where Mr. Justice Miller said:

"As the property in trade-marks and the right to their exclusive use rest on the laws of the States, and, like the great body of the rights of person and of property, depend on them for se-

curity and protection, the power of Congress to legislate on the subject, to establish the conditions on which these rights shall be enjoyed and exercised, the period of their duration, and the legal remedies for their enforcement, if such power exist at all, must be found in the Constitution of the United States, which is the course of all the powers that Congress can lawfully exercise.

"The two later cases, just cited, however, served to call attention to the fact that trade-mark rights depend upon the law of the States, and to some persons this was a matter of news. The State trade-mark statutes were not specifically mentioned in these cases, but it was apparently assumed that the common law of the various States was the source and origin of trade-mark property. These State trade-mark acts are supplementary to the common law. Certainly they do not purport to destroy common law rights or deprive trade-mark owners of their property by failure to register under them or create title in those who otherwise would have none.

THE "MYSTERY" OF STATE TRADE-MARK REGISTRATION

"However, there is now much misapprehension among business men on the subject of State trade-mark registration, and this, together with the mystery which seems to surround the law of trade-marks, have been seized upon by certain enterprising persons as a means of profit. It is undeniable that State trade-mark statutes can be abused and that unscrupulous people are taking advantage of them for predatory purposes. Several instances have come to the attention of our committee where certain concerns have sent emissaries to companies who own trade-marks and assured them that the only way protection can be secured is by State registration. After sufficiently terrorizing the victim, it is suggested that the caller be employed to effect this registration, asserting, as a reason for prompt action, that unless registration is at once

secured, the trade-mark will be taken away by earlier registration by someone else. Fees are demanded for this 'service' out of all proportion to its value or to the professional skill which it requires. Indeed, the degree of professional competence needed to effect State registration is about equal to that necessary in getting an automobile license."

The condition spoken of by Mr. Rogers arises from the fact that under the present system flagrant abuses of the State statutes are possible. It is ridiculously easy for almost anyone to obtain State registration on a trade-mark that is the absolute property of another company and is being used nationally by it. Moreover few State statutes contain provisions for the cancellation of marks improperly registered. Thus the laws, intended for protection, really lend themselves to their exploitation by unscrupulous persons for predatory purposes.

"A number of cases have been reported to us," the committee's report to the association says, "where purely piratical registrations, for purposes of extortion only, have been effected. In short, we are threatened in our own country and under our own laws, with a repetition of the condition of things which exists in Latin-American countries—piracy under the form of law and theft of trade-marks by knaves for blackmail. This condition is made possible by the fact that the registration of trade-marks is usually a routine matter in the State offices, and particularly because in but few States is there any method provided for the rectification of the register, or of getting a mark off one when once it is on it. In most States the only way that this can be accomplished is by the expensive and circuitous proceeding of a bill in equity against the Secretary of State."

The Bar Association is trying to make it plain that what State trade-mark registration actually does is to make it easier for a company thus registered to protect its rights. Some concerns become

(Continued on page 113)

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Catches the Prospect Who is Sold but Forgets to Buy

NO matter how effective your magazine copy, there are always a number of real prospects you never catch simply because—although convinced—they forget to buy, or do not know where your product is for sale. Not due to a fault in the national copy, but to the fact that the pulling power of the best advertisement in the world diminishes as soon as the page is turned.

Giant Ads come nearer to remedying this condition than any other form of publicity. As they are exactly like your national advertisements in illustration and text, they are sure reminders of both your advertisement and your product. No chance for the prospect to forget, for they do their reminding at the store where your goods are for sale. They definitely brand your dealer's store as the place to buy the article.

Giant Ads can be made in any size in black and white or any number of colors. Usual sizes are 17x22, 19x25, 25x38, 38x50. Write or phone for rate card and descriptive booklet.

NATIONAL PROCESS COMPANY, INC.

117 East 24th Street, New York

Phones: MADison Square 9676-9677-9124-10258

PITTSBURGH OFFICE: Century Bldg.

Telephone, SMIthfield 1162

GIANT ADS

Canada has harvested a
"bumper crop"—*greater* than
that of 1921—by

TWO HUNDRED MILLION DOLLARS

(1922 Crop valued at \$1,119,273,582)

Canada is primarily an agricultural country. A successful crop in Canada means that the commercial life-blood of the nation has been renewed and replenished.

THAT HAS HAPPENED!

THE DAILY NEWSPAPERS

The Canadian Daily Newspapers reach both classes of the Canadian people who benefit by a successful crop;—

Those who raise the crop and are immediately benefited—AND those who live in cities and towns and soon feel the effects of "quickenning trade."

Spend 10% of your U. S. appropriation in the Canadian Daily Newspapers and you can cover Canada **absolutely.**

The Maritime Market

Population	Newspaper
St. John, N. B. . . . 55,000	Telegraph & Times
St. John, N. B. . . . 55,000	Journal
Halifax, N. S. . . . 75,000	Chronicle & Echo

The Quebec Market

Population	Newspaper
Quebec, Que. . . . 111,500	Le Soleil (French)
Quebec, Que. . . . 111,500	Telegraph
Montreal 839,000	Gazette
Montreal 839,000	La Presse (French)
Montreal 839,000	La Patrie (French)

The Pacific Market

Population	Newspaper
Vancouver 165,000	World
Victoria 60,000	Times
Victoria 60,000	Colonist

The Ontario Market

Population	Newspaper
Kingston 25,000	Whig
London 70,000	Advertiser
London 70,000	Free Press
St. Catharines 21,000	Standard
Brantford 35,000	Expositor
Toronto 622,326	Globe

The Prairie Market

Population	Newspaper
Winnipeg, Man. 280,000	Free Press
Winnipeg, Man. 280,000	Tribune
Regina, Sask. . . . 35,000	Leader & Post
Saskatoon, Sask. . . 31,364	Phoenix & Star
Calgary, Alta. . . . 75,000	Herald
Edmonton, Alta. . . 70,000	Journal

OF CANADA

The Morning Paper is the *Home Paper* on Maine farms

The morning papers of Maine not only cover all Maine cities adequately but they cover the farms as well.

Delivered to the farms by R. F. D., they are read by the farm women in the daytime, by the farm men at night.

You haven't covered an agricultural state like Maine unless you have covered the farms too. You can do it with Maine's five morning papers.

Maine is a morning paper state

SENTINEL, Waterville.

JOURNAL, Augusta.

PRESS HERALD, Portland.

SUN, Lewiston.

DAILY NEWS, Bangor.

panic-stricken over the idea that State registration is the only possible way in which they can keep other companies from stepping in and grabbing all prior rights to their trade-marks. If a concern has rights to the prior use of a trade-mark it will be protected as a matter of course. But when its mark is properly registered in a State then the matter of its protection in the State courts is considerably simplified.

The benefits of proper State trade-mark registration come in instances where there is much local infringement by irresponsible people. Some products, trade-marked in nation and State, are of such a nature that fraud is easily accomplished. Among such items are proprietary remedies, toilet accessories, tobacco and the like.

ONE DRUG COMPANY'S EXPERIENCE

The Sterling Remedy Company has found numerous druggists fraudulently competing with its product, Cascarets. One of the company's investigators entered a drug store in a downstate Illinois town and asked for some Cascarets.

"Do you want them in a box or the bulk kind?" the druggist asked.

"What is the difference?"

"Well, there is no difference between the two kinds," the druggist replied, "except in quantity. The box (the company's product) contains six tablets which cost you a dime. Buying them in bulk you get a dozen for a dime."

This druggist was proceeded against criminally, the case being brought under the provisions of the Illinois law protecting trade-marks. If the company's mark had not been registered in Illinois such action could not have been taken.

One day not long ago a patrol wagon called at four small tobacco shops on South Halsted Street in Chicago and four arrests were made at the instance of the American Tobacco Company. The men were taken on charges of counterfeiting that company's trade-mark on file in

the office of the Secretary of State and using it in a local way on some of their products.

"We used to have that sort of thing right along in Chicago," said an attorney for the American Tobacco Company. "South Halsted Street, with its polyglot population is a regular hot bed for such procedure. Usually the offender is small and his offense petty. Most of the time we wait until we have several cases lined up and then send out the wagon and arrest the whole bunch. If we had to handle each in the form of a Federal injunction perhaps the counterfeiting would go on. But this is a quick method of getting at the root of the trouble. Hauling a man over to jail and making him stay there over night or give bond for his release is an effective method of impressing upon him that we are going to insist on having our rights."

A druggist or soda fountain proprietor may make up a drink mixture of his own and call it Coca-Cola. It may look like Coca-Cola and taste like it. The person selling it may build up a good business and make a huge profit from the mixture on the strength of the good-will built up by the Coca-Cola Company. The fake Coca-Cola is not sold outside the State. In fact, its sale may be confined to the one store. The fraud, therefore, is something to be looked after by local law-enforcing authorities. The company might get an injunction in the Federal Court and finally stop the practice. The simplest way is to back a patrol wagon up to the offender's store and arrest him for fraud which can be done under State laws.

Crooked work of this kind usually is purely a local affair, and is not preceded by any trade-mark registration or efforts to obtain such registration. The offender merely appropriates for his own limited use the trade-mark name that probably already has been properly registered both nationally and in the State. But this is one of the root reasons for the importance of proper State registration.

The necessity for uniform State practice regarding rectification of the register in the matter of providing for the cancellation of marks improperly registered is shown by such instances as the experience of the Coca-Cola Company when it attempted to register its trade-mark in Illinois.

The company officials found to their great surprise, not to say consternation, that somebody had beaten them to it. The Secretary of State informed the company that there was on his records a prior registration of the name Coca-Cola and that, under the law, the Coca-Cola Company's application could not be accepted. All this was regardless of the fact that the Coca-Cola trade-mark had been registered in the United States Patent Office, and that the knowledge of who really owned it was universal.

The company finally got the first mark thrown out, and its own substituted. But this was done by filing a bill of equity against the Secretary of State, forcing him to take that action. When the thing finally had worked through the courts the company got the right to register its trade-mark in Illinois, and the consequent benefits which the State trade-mark statute gives, whereas the rectification of the register should have been comparatively easy, there being no question at all as to the company's rights.

A remedy for conditions such as those encountered by the Coca-Cola Company is prescribed under the proposed law as follows:

Whenever an application is made for the registration of a trade-mark which is identical with or so like one previously registered or known as to be likely, when used by the applicant, to cause confusion or mistake or to deceive, the Secretary shall determine the right of registration, upon notice to those interested, in such manner as he may, by rule, prescribe; and he may refuse to register any such trade-mark, or may cancel any registration already issued if such trade-mark was improperly registered.

An appeal may be taken from the decision of the Secretary of State by any party interested to the..... Court of..... at....., and such court may determine the right to registration, order the cancellation of registrations, restore canceled registra-

tions and otherwise rectify the register, and shall make and enter such orders and decrees as the case may require, including relief by way of injunction, damages, profits, costs and otherwise.

Here are the other sections of the proposed law, also:

DEFINITIONS

(1) The term "trade-mark," as used in this act, shall include any trade or identifying mark, name, term, design, device, label, advertisement or slogan. The term "person," as used in this act, shall include any person, firm, corporation, union or association.

RECORDING

(2) Any person who has adopted and used, or who intends to adopt and use any trade-mark, may obtain registration thereof—

A. By filing with the Secretary of State:

(a) A written application signed and verified by the applicant, specifying his name, address and citizenship; a description of the goods or business in connection with which the trade-mark has been or is intended to be adopted and used; the length of time, if any, during which the trade-mark has been used, how the right to use such trade-mark was acquired, and if acquired by succession or assignment, a statement of the chain of title thereto, and stating that the trade-mark is not in use by any other than the applicant, believes himself to be entitled to the exclusive use thereof.

(b) Five copies, counterparts or facsimiles.

B. By paying a fee of Five Dollars (\$5.00).

CERTIFICATE

(3) The Secretary of State shall deliver to the person so filing, as many duly attested certificates thereof as may be desired, and shall receive for each such certificate a fee of One Dollar.

(4) Such certificate shall be sufficient proof of adoption and prima facie evidence of ownership.

(5) Registration of a trade-mark under the provisions of this act shall be the legal equivalent to use within this State.

CIVIL REMEDIES FOR INFRINGEMENT OF REGISTERED TRADE-MARK

(7) Any person who shall copy, counterfeit, colorably imitate or make any unauthorized use or display of any registered trade-mark, or who shall have in his possession any copy, counterfeit, or colorable imitation thereof, or who shall sell or deal in any article bearing any copy, counterfeit or colorable imitation of any registered trade-mark, shall be liable at the suit of the party aggrieved—

(a) To an injunction.
(b) To pay all damages and profits resulting from such infringement, and the court may enter judgment for any sum above the amount of actual damages and profits, according to the circumstances of the case, not exceeding three-fold the amount thereof by way of damages and not as a penalty, or in lieu of actual damages and profits the

SERVICE



Sometimes we are asked: "What particular service do you offer to your national advertisers?"

The Christian Science Monitor has advertising representatives in 240 cities of the United States and Canada. They "follow up" the Monitor's national advertisements by bringing them to the notice of local merchants, calling to their attention the opportunity of featuring in their own Monitor copy products advertised nationally in this newspaper.

During 1922 the Monitor printed 8,460 of these "tie-up" advertisements, in which 226 nationally distributed products were featured by local merchants in 169 different cities.

Does not this service make the Monitor well worth your consideration when making up your schedule for the coming year?

THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

Member A. B. C.

Published in Boston and Read Throughout the World

court may decree a sum, not less than One Hundred Dollars, as shall appear to be just, and such sum shall not be regarded as a penalty.

(c) To deliver up, on oath, upon such terms and conditions as the court may prescribe, all copies, counterfeits or colorable imitations of the registered trade-mark to be impounded during the pendency of the proceeding.

(d) To deliver up, on oath, for destruction, all copies, counterfeits or colorable imitations of the registered trade-mark, and all plates, molds, matrices, or other means of making the same.

(8) Any court of competent jurisdiction may, in any action, suit or proceeding, under the provisions hereof, enter a judgment or decree, enforcing the civil remedies herein provided, and without recourse to the penal provisions hereof and without prejudice thereto.

(9) Proceedings for an injunction, damages and profits, and those for the seizure of infringing trade-marks, plates, molds, matrices, or other means for making such infringing marks, may be united in one action.

(10) In all actions, suits and proceedings under this act, in any court, full costs shall be allowed, including, to the prevailing party, a reasonable attorney's fee as part of the costs.

PENAL PROVISIONS

(11) Any person who shall use or display a registered trade-mark in any manner not authorized by the owner thereof shall be deemed guilty of a misdemeanor and shall be punished by imprisonment in the county jail for not more than three months or by a fine of not more than Two Hundred Dollars, or both.

(12) Any person who shall make or cause to be made, sell, offer for sale, or in any way utters or circulates any copy, counterfeit or colorable imitation of any registered trade-mark or any plates, molds, matrices or other means of making the same, or who knowingly sells or disposes of or keeps or has in his possession, with the intent that the same shall be sold or disposed of, any article to which such copy, counterfeit or colorable imitation is attached or affixed, or in connection with which the same is used, shall be deemed guilty of a misdemeanor and punished by imprisonment in the county jail for not more than six months or less than ten days, or by a fine not exceeding Five Hundred Dollars or less than Ten Dollars, or both.

(13) Civil and penal proceedings, writs and prosecutions under this act may be commenced and prosecuted by an officer or member of any association or union on behalf of and for the use of such association or union.

MISBRANDING

(14) That any person who shall affix, apply, or annex, or use in connection with any article or articles of merchandise, or any container or containers of the same, or in any advertisement thereof, a false designation of origin, or any false description or representation including words or other symbols, tending falsely to identify the origin of the mer-

chandise, or falsely to describe or represent the same, and any person who shall knowingly have in his possession for sale, sell, offer for sale or deal in any article so misbranded, shall be liable to an action at law for damages and to a suit in equity for an injunction, at the suit of any person, firm or corporation doing business in the locality falsely indicated as that of origin, or in the region in which said locality is situated, or of any person, firm or corporation who is or is likely to be damaged by the use of any false description or representation, or at the suit of any association or union of such persons, firms or corporations.

(15) Any person violating the provisions of Section 14 shall be deemed guilty of a misdemeanor and shall be punished by imprisonment in the county jail for not more than six months or by a fine of not exceeding Two Hundred Dollars, or both.

(16) Any person who shall, for himself or on behalf of another, procure the filing and recording in the office of the Secretary of State of any trade-mark by making any false or fraudulent representations or declarations, orally or in writing, or by any other fraudulent means, shall be deemed guilty of a misdemeanor and shall be punished by imprisonment in the county jail for not more than one year or by fine not exceeding Two Hundred Dollars, or both, and shall be liable to pay any damages sustained in consequence thereof to any person injured thereby.

TRANSFER

(17) Any registered trade-mark shall be assignable, with the good-will of the business in connection with which it is used, and instruments of assignment shall be recorded in the office of the Secretary of State. If any such assignment is acknowledged before any notary public of the several States or territories or the District of Columbia, or before any secretary of legation, or consul or officer authorized by the laws of the United States to administer oaths or perform notarial acts, the certificate of such acknowledgment under the hand and official seal of such notary or other officer shall be prima facie evidence of the execution of such assignment.

(18) Nothing in this act shall prevent, lessen, impeach, or avoid any remedy at law or in equity which any party aggrieved by any wrongful use of any trade-mark might have had if the provisions of this act had not been passed.

The draft has been agreed upon by a committee consisting of Edward S. Rogers as chairman; James A. Carr, Melville Church, James T. Newton, Harry D. Nims, A. C. Paul, W. S. Symons, Allen M. Reed. It will be turned over at once to the Bar Association's commission on uniform State laws which will make a move to get the matter before the various State legislatures.

During 1922
The PLAIN DEALER
published
17,182,536

lines of PAID ADVERTISING,
being the only Cleveland news-
paper to show an INCREASE
over the previous year's similar
record

TOTAL PAID ADVERTISING IN OTHER
CLEVELAND NEWSPAPERS FOR 1922

PRESS	NEWS <small>and Sunday News-Leader</small>
12,785,808 lines. A LOSS of 1,057,784 lines from 1921.	12,290,460 lines. A LOSS of 958,958 lines from 1921.

Cleveland merchants again have
united with National and Classi-
fied advertisers in a MASS
DEMONSTRATION that

The Plain Dealer

is Cleveland's Greatest Salesman of ANY Priced Merchandise

J. B. WOODWARD
Times Bldg., New York

WOODWARD & KELLY
Security Building, Chicago
Fine Arts Bldg., Detroit

16 "Store Blotters" that "tie up" to national advertising

MANY retail houses are today using House Organ Blotters to stimulate sales.

They enable the merchant to have a little publication of his own going to people whose names are already on his books, and to those whom he desires to sell. They give him 100% good circulation.

They are particularly valuable for the neighborhood stores that, through the very nature of their business, cannot do general advertising.

They literally carry the store to the customer when the customer does not come to the store—make customers familiar with lines carried—tie up to national advertising—suggest seasonable items—turn the expense of sending out monthly statements into business-building advertising.

We have designed a series of House Organ Blotters covering sixteen important retail businesses. No charge is made for a set of electrotypes provided two reams or more of blotting are bought.

Suggested text and cuts for House Organ or Store Blotters can be secured covering the following lines of business:

- | | | |
|-----------------------|------------|------------|
| —BOOK AND STATIONERY | —FURNITURE | —LAUNDRY |
| —AUTOMOBILE ACCESSORY | —GROCERY | —FLORISTS |
| —CLOTHING | —BANK | —DRUG |
| —SPORTING GOODS | —JEWELRY | —PAINT |
| —DYEING AND CLEANING | —HARDWARE | —INSURANCE |
| —ELECTRICAL | | |

The complete set of blotters will be sent to

- national advertisers and advertising agencies interested in closer retail tie-up.
- any retailer wanting to benefit more from national advertising.
- to printers who would like to print 16 house organ blotters a month.
- to copy writers who would like to make money editing house organ blotters for retailers in their community.

STANDARD PAPER MANUFACTURING CO., Richmond, Va

Makers of

REGISTERED **Standard Blottings** TRADE MARK

*"More Mental Impressions from
each printing impression"*



Years Fly By but **DECALCOMANIE**

"Goes On Forever"

leaving its mark permanently
imprinted on the Sands of Time.

"Good-Ad" Window Signs

at the point of final purchase show
the way to ever-increasing sales.

A single appropriation in 1923 lasts
through the succeeding years, leaving a
heritage of permanent advertising that is
an assurance of perpetual growth.

Send for actual Decalcomanie samples to try—also, for
illustrated literature and details of non-obligating, free
sketch offer.

We have some particularly interesting information for advertising agents

PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue, New York

Representatives in all principal cities



The Telegraph Aids in Delivery of Retail Hosiery Orders

Gotham Chain Stores in New York Start Innovation in Merchandising

A NOVEL application to wearing apparel merchandising of a telegraphic service for customers who may order deliveries out of town, was made during the holiday season by the Gotham Silk Hosiery Co., through its chain of retail shops in New York City.

The service, while not new to the public, because of the widespread publicity already given it by the florists' association and its individual members, is nevertheless an innovation as applied to wearable articles. On each of the Gotham retail shop windows, as well as inside the stores, were signs reading: "Gotham Stockings Delivered by Telegraph Anywhere in U. S. A."

During any holiday period, and particularly during Christmas week, there are thousands of visitors in New York from all points out-of-town. Thousands of them are school and college girls and boys spending their holiday vacations with relatives or friends in the city. Besides these there are of course women and men of nearby cities who come into the metropolis for special holiday shopping, visiting and Christmas enjoyment.

TIME-SAVING SERVICE OFFERED HURRIED SHOPPERS

The Gotham company realized that a great number of these out-of-town people were rushed for time; that they could not conveniently prepare Christmas packages for out-of-town mailing from hotels; and that one of the most perplexing shopping problems was the selection of suitable gifts for girls and women out of the city. The thought was to make it easy for the shopper to select something sure to please the girl and woman at home; something that, if not exactly to the recipient's liking, could be exchanged locally

without any trouble for the desired size, weight or shade.

The Gotham company is primarily a manufacturing concern interested in securing nationwide distribution for Gold-Stripe hosiery. The first few retail shops were opened in New York City a few years ago by the company to hasten an intensive metropolitan acceptance of the brand and, in addition, to serve the manufacturer as a barometer of the buying trend. The store locations were chosen to attain footage on the shopping blocks most frequented by the New York woman of means, and other retail units were gradually built up in the city around these outlets on upper Fifth Avenue. Outside New York the company's goods are sold in retail stores in the usual and regular manner. Without the extensive dealer distribution which the Gotham company today possesses, the telegraphic delivery service could hardly have been successful.

As soon as an order was received at any of the Gotham shops for delivery out of town, the purchase requisition was relayed to the company's main office on Fifth Avenue and a telegram sent from there to the nearest local distributor. The message advised that one of the New York stores had sold for him a certain quantity of specified lot number stockings, sizes and shades stated, which were to be delivered immediately to the given address with the donor's name mentioned on an enclosed greeting card. The dealer was authorized to charge back the full retail list price to the company.

Careful record of each telegraph order was filed with the Gotham stock department, which followed up each transferred purchase by sending fresh merchandise to replenish deficiencies.

What Is Pearline Worth?

JAMES WALLEN
EAST AURORA, N. Y.

Editor of PRINTERS' INK:

We are searching for some data regarding the "Pearline" trade-mark and its American ownership.

Can you tell us when it was sold, by whom, to whom and at what price? Also whether or not it is now obtainable at anywhere near the original sale price?

JAMES WALLEN.

ALL the trade-marks of James Pyle & Sons, including Pearline, were purchased by Procter & Gamble on October 1, 1914. The purchase price was never made public. According to rumor, Pearline brought only \$12,000. The figure seems ridiculously low, particularly when it is known that during 1904 the advertising appropriation on Pearline reached the \$500,000 mark.

It is impossible to estimate Pearline's present-day value. Probably it is worth no more than in 1914, maybe less. Procter & Gamble have put no special selling or advertising effort back of it. The company is merely supplying the demand generated in the heyday of Pearline's popularity. Sales are largely confined to the crossroad stores. This is because the rural population is not so quick to drop an old favorite. Farmers and small-town people continue purchasing articles which have practically disappeared from the metropolitan districts.

The momentum imparted by years of advertising will carry a product along for some time. Eventually, however, there is bound to be a cessation.—[Ed. PRINTERS' INK.

General Cigar Reduces Good-Will Account

The General Cigar Company, New York, manufacturer of Robert Burns, White Owl, Bobbie and Van Dyck cigars, has reduced its good-will account to \$15,000,000 by the transfer of \$4,326,000 from its surplus.

Daniel B. Ruggles, Jr., has been appointed manager of the sales service department of the Boston *Herald*.

Olive Oil Association Plans for Advertising

Olive oil needs to be nationally advertised if its consumption in the United States is to be increased. This was the opinion expressed by the representatives of the trade attending the special meeting called by the Olive Oil Association of America, Inc., New York, to discuss the advisability of educational advertising. The association, in business-paper advertising, had announced the purpose of the meeting and importers, packers and dealers, non-members as well as members, were invited by the association to attend and express their views.

Members of the association pointed to the large sale and regular demand that advertising has created for competing edible oil products. A more aggressive policy in the marketing of this product was recommended. The trade was requested to organize itself so that instead of its members fighting among themselves for a share of the present market they will be working constructively to obtain greater demand for their product.

Nathan Musher, president of The Pompeian Company, Baltimore, Pompeian Olive Oil, one of the leading concerns in the trade and not a member of the association, spoke before the meeting. He stated that his company has been a national advertiser for a number of years and has found that advertising was an indispensable part of its business. Mr. Musher was so certain that the association would benefit by educational advertising that he offered to co-operate by subscribing \$20,000 toward a campaign, provided the association contributed \$80,000.

The association voted to conduct an advertising campaign and decided that the money for this purpose should be raised by an assessment of two cents a gallon on all edible olive oil shipped to this country. This assessment will be levied by foreign shippers in France, Italy and Spain and will be added to the selling price of the oil.

The funds so raised are to be remitted regularly to the association in America. The imports of olive oil in this country for the year 1922 are estimated to be more than 8,000,000 gallons and the association feels assured that little difficulty will be experienced in obtaining a minimum of \$100,000 annually for advertising.

It is planned to adopt a trade-mark which members will use on their packages to identify their product with the association's advertising. The public will be told to look for this mark as a sign of purity and quality when purchasing olive oil.

Alan W. Pease, formerly with the Crowell Publishing Company and the Curtis Publishing Company, and more recently manager of the Philadelphia office of the Equitable Trust Company, New York, is now representing that company at Cleveland.

Advertise Tooth Paste in



CHILD LIFE

THERE could not be a happier time to tell the mother of the fine qualities of your tooth paste than when she is reading "Child Life" to eager, inquisitive youngsters gathered round her. Then an advertisement of tooth paste is assured of a cordial reception, for the mother's mind is intent upon the care of her growing youngsters.

Every month "Child Life" is welcomed in more than 100,000 of America's better class homes. These homes are buying and using some kind of tooth paste religiously. Why not your tooth paste? Sell the mother by advertising in "Child Life." She buys for the children and the rest of the family. "Child Life" is an unusually good medium for advertising all articles which make children's lives happier and healthier.

Write to-day for rates, detailed information and a copy of "Child Life" to look over.

Published by

RAND McNALLY & COMPANY

536 S. Clark Street, Chicago

*Largest Publishers of
Books for Children*



Mothers who select read

"CHILD LIFE" to their Children



Keeping a Growing Business "Friendly"

Unusual "Personal Touch" Copy Brings Substantial Response Which
Enables Moxie Company to Pass Previous Record
Despite Off Year in Beverages

By James M. Mosely

WHEN a company is at that stage where its head is known through the trade as "Tom" or "Bill" and where its employees look upon themselves as co-workers with "the boss," the problem of maintaining a warm "personal touch" is a comparatively simple one.

But when the same business "grows up" so that, instead of a few, it has many hundreds of dealers and a large number of employees, the man at the head of it encounters an extremely puzzling and serious difficulty—that of maintaining the same type of relations he did in the old days.

Where the employees are many in number, it is easy for them to regard the corporation for which they work as a more or less heartless machine. This leads to "soldiering" and letting down which can cut into net profits at a dangerous rate. The men may know "the big chief" by sight, but they seldom realize that he has been where they are and understands their needs and is desirous of helping them.

In business, people like to deal with individuals rather than with inanimate and cold-blooded corporations. A. C. Gilbert in interesting boys in toys and Miss Margaret Githens of the Knox Manufacturing Company in selling technical men are among those who have recognized this by flavoring their advertising with their own personalities.

Keeping an intimate and cordial contact with the retail dealers who sell its product is a problem in which nearly every company is interested. The problem becomes even more hemmed in with difficulties when the firm distributes through jobbers and does not sell direct.

The Moxie Company of Boston and New York, which manufactures and bottles the beverage Moxie, this year was able to pass in nine months its sales of twelve months for last year with some 180 carloads to spare, due, the company feels, in large degree to its policy of giving both its workers and its dealers an out-of-the-ordinary position in its advertising. This was accomplished in spite of the fact that, due to weather conditions, 1922 has been an off year for many manufacturers of soft drinks.

NEWS IN THIS ADVERTISING

The company for years has been a persistent user of advertising. The company has been a large user of newspaper space, with an annual expenditure for this form above \$250,000. After trying the plan of laying out a formal schedule of copy for months ahead and of writing the copy from day to day to tie up with live news events, the company has adopted the latter course. It is a strong believer in advertising novelties. Moxie sets of dishes, bathing caps, drinking cups, puzzles, caps, jackets, candy, toys, and numerous other devices have been used by the thousands to remind the public and dealers of the beverage. The journey of the Moxie Horsemobile has become known to thousands. This is a wooden horse mounted on a motor chassis, which was taken through all of the States where Moxie is sold, (this territory ranging south to the borders of South Carolina and through the Middle Western States, limited from being national only by the fact that the company does all of its own bottling and does not furnish syrup under franchises to local bottlers).

Open Letters to Advertising Agents

The NATION'S BUSINESS



Published by
The CHAMBER OF COMMERCE of
the UNITED STATES of AMERICA

Washington January Second
1922

Dear Mr. Smith:

More than a year ago Mr. Sussner of the George Batten Company called attention to the fact that "Lists are growing smaller instead of larger." About that same time The Digest issued an analysis of industrial advertising campaigns which proved the statement.

This analysis showed nineteen advertisers using just two magazines - a larger medium and The NATION'S BUSINESS. Fourteen of these nineteen used the Post and The NATION'S BUSINESS alone, or The Digest and The NATION'S BUSINESS alone.

That's "smaller lists" with a vengeance.

But it is also one of the strongest ways in which The NATION'S BUSINESS can be used - as a concentrated medium in the business market supporting a business market appeal in one of the great mass mediums. These advertisers see in the great mass audience a smaller group of particularly important men on whom they want special pressure. They buy an additional showing before just these men in every community - and they get this additional showing in pages in The NATION'S BUSINESS for \$7200. a year.

The sweep of the great mass mediums will be supported more definitely by concentrated mediums like The NATION'S BUSINESS because such a combination means tremendous added strength and success to the campaign.

With heartiest good wishes.

Yours sincerely,

Victor Whitlock

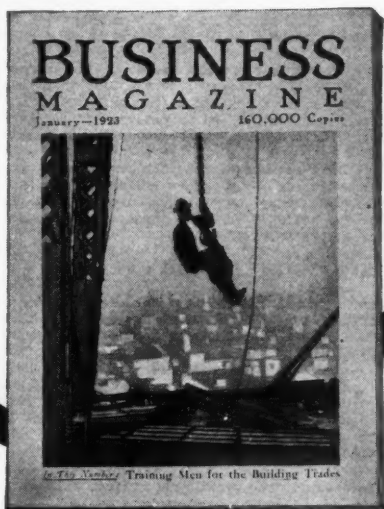
Director of Advertising.

Mr. Scott S. Smith, Pres.,
Critchfield and Co.,
Brooks Building,
Chicago, Illinois.

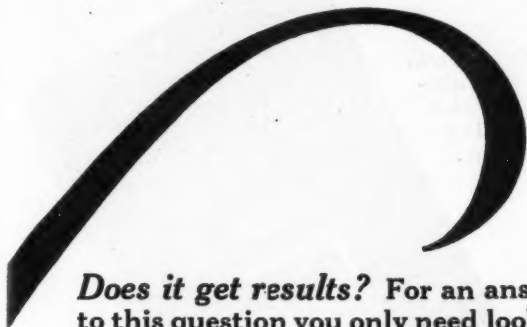
The NATION'S BUSINESS.

FROM THE NATION'S BUSINESS

BUSINESS MAGAZINE



GOES monthly to 160,000 business executives, all picked — and postage paid — by Burroughs Salesmen.



Does it get results? For an answer to this question you only need look at the way in which advertisers who once use BUSINESS MAGAZINE continue to use it. Of present contracts, 88 per cent represent renewals for at least the second year, and the records of a number of BUSINESS MAGAZINE advertisers go back to the earliest issues of the publication.

What's equally significant, is a marked tendency among BUSINESS MAGAZINE advertisers not only to stay in the publication but also to increase their space or add color.

BUSINESS MAGAZINE does deliver for its advertisers and at the lowest rate per page per thousand in the commercial field.

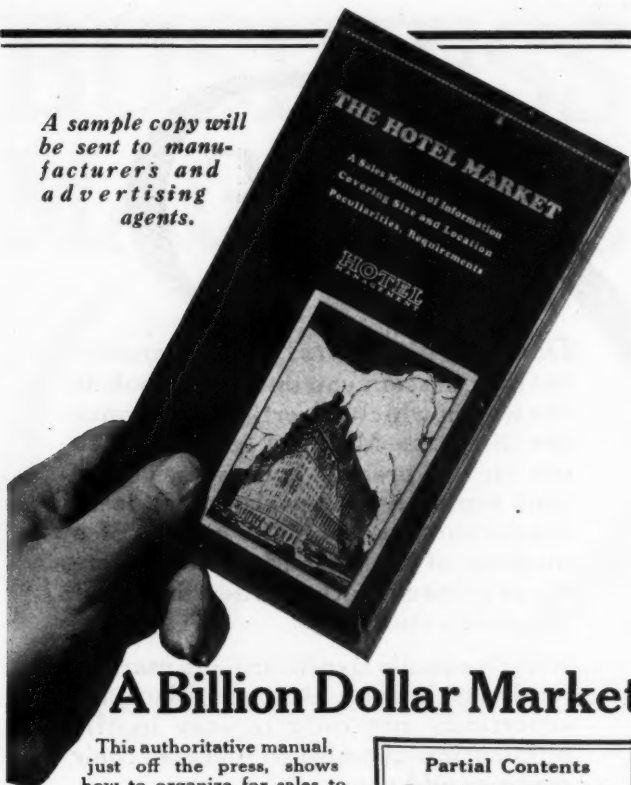
"One of the interesting and surprising things about BUSINESS MAGAZINE is that it has continued to bring excellent results month after month"—Bernard Lichtenberg, Advertising Manager, Alexander Hamilton Institute, New York, N. Y.

Write today for rate card and further information.

THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.

*A sample copy will
be sent to manu-
facturers and
advertising
agents.*



A Billion Dollar Market

This authoritative manual, just off the press, shows how to organize for sales to the country's fourth largest industry.

Prepared specially for distribution to HOTEL MANAGEMENT'S advertisers—those who already appreciate the immensity of the hotel market.

HOTEL MANAGEMENT'S consultants—leading authorities in the field—have cooperated in compiling the data.

HOTEL MANAGEMENT

342 Madison Avenue, New York City
R. D. SMITH, *Western Manager*
20 E. Erie Street, Chicago

Blanchard-Nichols-Coleman, Pacific Coast Representatives

Partial Contents

Revolutionary Changes in the Industry.
Classification of Hotels.
Hotels in Leading Cities.
Annual Upkeep Purchases.
Annual Purchases for New Construction.
Hints on Reaching the Manager.
The Place of the Steward.
Reaching the Housekeeper.
The Influence of the Engineer.
The Influence of the Architect.
How to Sell the Trade.
Developing Hotel Salesmen.
Direct By Mail Sales.
The Manufacturer's Agent.
The Manufacturer's Salesman.
Advertising to Hotels.
Shows and Exhibitions.
Copy to Sell Hotels.

That the company has a problem not unlike that of other companies of good-size proportions may be judged from the fact that its dealers number 250,000, sold chiefly through about 700 jobbers. Yet the company, largely working through its advertising, has built up an unusual responsiveness among these dealers and jobbers as well as from a force of employees numbering 250.

It is a common thing for these employees voluntarily to work overtime and do other things to show they consider themselves part of the company.

"Whether one of our men is firing a boiler or out selling, he is called not an employee, but an associate," F. M. Archer, the vice-president, said. "We take pride in the fact that we have no sick benefit, no shop committees and no bosses. Within a radius of 100 miles of our plants, we deliver by truck. Often trucks come at closing time. Instead of 'knocking off' and grumbling, our men without extra pay cheerfully of their own volition pitch in and load them, even though it means tacking an hour on to their day.

"While we have no sick benefit, every associate is taken care of in time of sickness. Each one who comes here is with us for life if he or she wishes, provided habits and friends are good. In twenty years we have loaned to employees \$250,000 without charging interest or demanding security, and we never lost a penny. This associate idea has had an important bearing on our advertising, and in turn has been aided by our advertising. The spirit of it has, we feel, extended outside of our organization to our jobbers, dealers and even, in some measure, to the public."

The company has devoted much copy to fostering this associate team work idea in a homely, convincing way. In a recent advertisement under a photograph showing four feminine members of the company and the heading, "The Moxie Associates," the company explained:

The Moxie Company has no employees

or help. Everyone from the president down is an associate.

The above picture represents four of the Moxie Girl Associates, who are on their way to the Brockton Fair. Naturally, they are accompanied by all the Moxie Girl Associates, whom we should have liked to have shown had space permitted. Give them the "O O" or "Once Over" at the many Moxie Stands, including the famous Moxie Bottle Wagon.

They will be supplemented by members of the Intelligence Department in our search for a big and little sister to the famous Moxie Boy. Whoever may be fortunate enough to be selected will unquestionably become as famous as their brother.

You will notice the Moxie Girl Associates are contented and smiling, which is typical of the Moxie Associates.

That an outing at this time is not out of place is evidenced by the fact that they have been under some tension since January 1, as we shipped more Moxie in the first nine months of 1922 than we did for the entire year 1921. In fact, we made a gain in nine months over the whole year of 144 carloads. All the Moxie that we ship from October 1 to January 1, with 144 carloads added, will be a gain over the year 1921.

It should be noted that practically every piece of copy which appears is signed "By F. M. Archer," thus adding a personal touch flavor not often found in the advertising of a large firm.

July Fourth this year came on a Tuesday. Although in the rush season, the Moxie Company determined to give its employees a holiday from Saturday to Wednesday by counting on the responsiveness built up among its distributors. It told the plain facts about wanting to give the extra long holiday to the associates and through newspaper advertising asked dealers, to cooperate by shooting in "empties" to fill the orders in large enough quantities so the vacation could be granted. The public also was asked to turn in empty bottles to the dealers.

On August 17, under a sworn statement showing that to that date in the month more Moxie had been delivered than for the whole month in the preceding year, the employees were brought into the copy in this way:

Every Moxie Associate is stripped for action in every department of Moxie-Land, determined to manufacture and ship for the next twelve days the greatest number of carloads of Moxie that

is humanly or mechanically possible, as this all will be a gain over the corresponding period of last year.

We still need one thousand (1,000) carloads of Moxie empties to fill the coming orders. We again thank you.

The work of Moxie salesmen largely is to supplement the work of the jobbers. Most of the salesmen give the greater part of their time to service work, such as tacking up signs, getting empty bottles moving and similar activities. However valuable the salesman may be, the dealer would be apt to underestimate his importance and look on him as a mere sign tacker. To counteract this, from time to time large newspaper space has told about various salesmen and what they are doing, such as this advertisement, four columns wide by 17½ inches deep, about J. E. Robertson, known to his friends as "Moxie-Ned":

"Moxie-Ned" has been a Moxie Specialist for more than a quarter of a century. During all of that time he has deserved and enjoyed the highest esteem of the Moxie dealers, whom he has served so faithfully. He is one of the most important spokes in the Moxie Wheel. He has grown and developed with the business. His word and character, like the product, are One Hundred per cent good.

Ned has covered the greater part of the United States. But for the last few years his territory has been from Worcester, Mass., to Stamford, Conn. Seemingly every man, woman and child is on speaking terms with him—particularly the children. He is a member of almost every society and association that is worth while. He is looked upon as a publicity authority and in the art of salesmanship he has no superior.

Ned is now in your midst. We are sure you will observe him almost any hour in his chariot, guided by the Moxie Sphinx in front on his radiator.

If there is anything you want done, and it is possible to do it, ask Ned. When you see some finely decorated work in the territory, Ned did it. If by any chance you are a newcomer, holler to Ned; he will be glad to know you, and you will be better off by knowing him.

We want the Moxie Retailer to know that in your city we have the best jobbers on earth. We are sure they will give you every attention.

We want the public to know that in your city we have the best retailers. When you consider that hundreds of carloads of Moxie have gone into your city, handled by these jobbers and retailers, it is the highest testimonial to their business integrity and honesty.

Ned is making a strenuous campaign

to ship into the laboratory at Boston the greatest number of Moxie empties possible. Won't you help him, please?

As our friends and Ned's friends, won't you pay us a call and see how Moxie is made? We have the keyless-laboratory—no secrets—everybody welcome at all times. Have your friends come, too. We should consider it the greatest compliment if we could have a call from you.

It is copy like this—which brings the employee or the dealer or both prominently into the foreground of the advertising picture—which has had much to do with building up a "folksy" spirit in the trade and inside the company itself.

The dealers in particular appear in the advertising spotlight in special communications from the company addressed to them in paid newspaper space, where the public can also read. The company has adopted this way of handling its dealer promotion work because the clerks as well as dealers have been found to get hold of the message better by this means.

A typical open letter to dealers follows:

To Moxie Dealers Everywhere:

1. We must again beg your indulgence if there should be any delay in the delivery of Moxie to you by our many Moxie jobbers. The demand for Moxie at this time of year is such as to overtax our very large manufacturing facilities at our laboratories. You may rest assured, however, that Moxie-Land is humming and that everything will be done to serve you in the best possible manner. If at any time you don't get the best service on earth, please take the matter up with us.

2. May we beg of you to return through your jobber all empty Moxie cases in your possession? We are in dire need of a thousand carloads of Moxie empties which are now in circulation in order to take care of the ever-increasing demand for Moxie. For your usual co-operation in this respect, we want to thank you now in advance.

3. To our thousands of Moxie dealers in Metropolitan Boston, we beg leave to say that our entire fleet of Moxie trucks for retail trade delivery purposes will be withdrawn from that service on Wednesday in order that the Moxie Welfare Committee may use them for carrying the kiddies to Nantasket Beach for the Annual Outing of Crippled, Orphaned and Destitute Children of Boston.

We know that, as usual, we will have your assistance in this matter in so far as you are able to help by scheduling your orders for delivery prior to that

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If you want to come to Boston and sell goods, don't think of starting until you get the guide-book to the Boston newspaper situation.

The way is described accurately and impartially in "The Road to Boston." Probably it is the only book about advertising ever put out by a newspaper without any advertising figures in it.

Printed by the Boston Herald-Traveler; we'll be very glad to send you a copy.

day. And for this again we thank you.

THE MOXIE COMPANY,
By F. M. ARCHER.

P.S.—A Moxie Display of short duration is now on. Telephone your Moxie Jobber and get your Order C. We repeat—two things to do today—sign a Moxie Order C and send back all your empty Moxie cases. Thanks!

F. M. A.

In all of the copy which talks directly to dealers, the idea, "Drink Moxie" is brought out boldly in word and illustration. But the public looks over the dealer's shoulder and rather enjoys perusing the letter addressed to him. Thus, the copy sells the public and the dealer at the same time. And both come to feel that the company and F. M. Archer, directing its activities, must be real human beings who can be depended upon and who are making a worthwhile product.

"Every dealer is familiar with our order C, which we use specially outside of the extremely warm season and which is very helpful in insuring ample stocks with dealers all of the year." Mr. Archer said. "The dealer signs a special copyright order form which his jobber brings him. This form, called Order C, provides that the dealer on condition of purchasing not less than seven cases will receive one case free. In return, the dealer agrees to devote a window display for a fortnight to Moxie and to display Moxie signs conspicuously at all times. This has to come to us for O. K. and recording, thus letting us know who our dealers are, though served by jobbers.

"We keep our sales up also by running our advertising all the year. If anything, we do more advertising in the winter than in the summer.

"The influence of this kind of advertising described, as we have tested out thoroughly, is a force which makes itself strongly felt in sales to the public and all the way down the line. It makes real Moxie enthusiasts for us.

"We find the dealer becomes interested when he is made a real part of our advertising. He feels in many cases as though he is a

genuine part of our firm. It makes him a better dealer. The advertising tends to keep the jobbers on their toes. But the effect is equally beneficial at our own plants because it makes everybody feel he must work on his honor to deliver the best he can. It is really a form of what we regard as 'co-operative' advertising which has been little used in general, but which we have found exceedingly valuable."

Advertising Ice in Midwinter

The iceman isn't so popular in January as he is in August, and sometimes has a hard time selling ice when the housekeeper can open her pantry window and use the wintry blasts as a substitute. The Knickerbocker Ice Company, whose steady advertising in season and out has been commented on previously in *PRINTERS' INK*, uses many skilful advertising arguments to keep its customers interested and sold in its off seasons. The advantages of an even temperature have been emphasized and the company's reliable service stressed. Recently another unusual piece of copy was used. If the public isn't interested right now in talking about ice, the copy seemed to say, let's talk to them about something warm, like fresh country sausages sizzling on the plate next to a pile of pancakes. The part ice played in keeping people supplied with sausage, and the good-will built up by sausage advertising were capitalized as follows:

"Fresh Farm Sausage; Ice Brings Them to You—From delightful, homey-looking old Jones' farm away out in Wisconsin and from Deerfoot in New England—brings them sweet and fresh. As soon as they arrive your butcher puts them on ice. And it is the ice in your refrigerator that will insure having them come to your table as deliciously fresh as though you were breakfasting back on the farm.

"Knickerbocker Ice is the ice you can always depend upon having on time. 'You can almost set your watch by the driver's arrival.' You don't need as much Knickerbocker in winter; but you need it just as much."

Bawden Bros. Advances

D. D. Dewey

D. D. Dewey has been made general manager of Bawden Bros., Inc., advertising service, Davenport, Ia. He was formerly a member of the sales staff.

M. L. Nathan, Jr., who for the past year has been connected with the copy department of the Anfenger-Jacobson Advertising Co., St. Louis, has joined the merchandising service of the Famous-Barr Co., St. Louis department store.

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WE believe in the *practical* appli-
cation of art to advertising.
Every illustration for a merchandising
advertisement should have the dollar
sign as its motif.

GEORGE E. MIZEN COMPANY

Illustrations for Advertisers

1316 GARLAND BUILDING • CHICAGO

MIZEN



Please Read All This Story!

A little more than a year ago, The Detroit Times came under its present ownership.

It had, then, a circulation of 26,000.

There were at that time three evening newspapers.

Today, The Detroit Times has a circulation in excess of 170,000 and there are now only two papers left in the evening field.

But that is not all—

There is a SUNDAY Detroit Times, also.

The Sunday Detroit Times is only five months old.

Its circulation is more than 175,000.

Some people say that this breaks all national records for circulation growth.

That's interesting! So is the fact that in the last nine months the advertising volume of The Evening Times has increased more than 260%—while The Sunday Times carries already more than 250 columns of advertising in each issue,—exclusive of the wonderful American Weekly.

In addition to carrying the large copy of every leading Detroit merchant, The Times has flattering representation from the principal national advertisers.

The Automobile Section of The Detroit Times on *Sunday* carries a most interesting

array of the copy of all good cars, accessories, and tires.

The Detroit Times, in its *evening* edition has heavy automobile representation week after week.

Circulation and advertising are growing steadily—in fact, we've twice outgrown our plant facilities—and another expansion is in process.

All of this is by way of saying that The Times in Detroit is creating national records for solid, substantial, circulation and advertising growth.

It is a medium respected by the local advertiser, because it is respected by the local reader—and the business acumen of the national advertiser has, as usual, not failed to sense this condition.

The rate for national advertising contracts signed before February 1, will be 29 cents a line, too low, by far. Rate after February 1, 1923, will be 33 cents—and too cheap then. The Detroit Times is worth the careful consideration of every space buyer who respects the purchasing power of the advertising dollar.

We have a merchandising department trained to do things a little better than you might expect—nothing freakish—just sensible merchandising aid. Our monthly Retail Times is said to be one of the best trade-aids in the country. Our national representation is in the hands of the G. Logan Payne Company, and Payne, Burns & Smith—folks who know what it's all about from your end.

Thanks for wading through this long tale—but you must admit that we have a "story."

CLARENCE R. LINDNER,
General Manager.



"BRINGING IN THE BUSINESS"

" . . . and I just want to say that this [advertisement], both in caption and in text, is a gem. It expresses just what we want to say on that subject with great clearness and covers the entire subject in splendid fashion.

"Your advertising for us is attracting attention and bringing us a large amount of new business."

—An unsolicited comment from a client.

The advertising possibilities of your business, not the size of your appropriation, are of first importance to us.

EDWIN BIRD WILSON INCORPORATED

New York Chicago
9 Hanover St. 81 E. Madison St.

Tells of Standard Oil Stockholders, Profits and Sales

At a hearing before the La Follette Sub-committee of the Senate Committee on manufactures which has been conducting an investigation of the oil industry, Walter C. Teagle, president of the Standard Oil Company of New Jersey gave facts concerning that company's stockholders, profits and sales.

At the time of the dissolution of the Standard Oil Companies, his company had 6,078 stockholders. On October 31, 1922, there were 11,013 holders of common stock and nearly 40,000 holders of preferred stock. He also said that there was no profiteering in the gasoline business on the part of his company. Its foreign business totaled \$37,319,585 and its collateral business \$72,470,149.

"What do the earnings shown mean to the eventual purchaser of a gallon of our products and what part of each dollar paid to the Standard Oil Co. (N. J.) represents profits to this company?" he inquired. "This is a phase of the matter about which there is generally a very erroneous impression, i. e., that unconscionable profits are being made out of the oil business.

"The gross sales of our company and its domestic subsidiaries in their domestic oil business during the two-and-one-half-year period referred to were \$1,516,392,315, and the profits from that business were \$53,930,470, or 3.56 per cent. Out of every dollar paid by the consumer for our petroleum products in that period we retained 3.56 cents. Applying this basis of figuration and assuming that consumers of our gasoline paid an average retail price of 27 cents per gallon, the profit of the company was less than 1 cent per gallon."

Pet Milk Makes Appeal to Physicians

The Helvetia Company is using full pages in the medical journals to present its product, "Pet," evaporated milk to the profession. The copy talks in the doctor's language, describing the sanitary manner in which the milk is packed and shipped, the uniformity of its quality and hence of its food content, its vitamins, the use of orange juice, etc.

Made Advertising Director of Chicago Cab Company

Walter L. Kroneberger has been made director of sales and advertising of the Checker Cab Manufacturing Corporation, Chicago. He was formerly sales promotion manager with the Yellow Cab Manufacturing Company, Chicago.

The Harrison Company is the name of a new advertising art and photo-engraving service which has been formed at St. Louis by Edgar Harrison, Miss Virginia B. Carrico, Franklin W. Weis and William M. Morton.

F. Edson White Made President of Armour & Co.

F. Edson White, for eight years vice-president of Armour & Co., has been elevated to the presidency of the concern. J. Ogden Armour, who has been the executive head of the business since the death of his father, Philip D. Armour, in 1901, now becomes chairman of the board. Philip D. Armour, III, has been made first vice-president.

Mr. White will not only have Armour & Co. of Illinois under his jurisdiction, but also Armour & Co. of Delaware, the recently organized subsidiary. Mr. White, who is less than fifty years of age, started in the packing business when he was seventeen. He went to work on the killing floor of a Peoria packing company. When twenty-two he went with Armour & Co. as an inspector in the car route department and from that humble beginning worked up step by step until now he becomes head of an organization doing more than a billion dollars' worth of business annually.

Buy Minneapolis "Daily News"

The Perry-Lloyd Jones League of Newspapers has purchased the Minneapolis *Daily News*. The property will be taken over February 1. The Perry-Lloyd Jones League of Newspapers has also bought the Reading, Pa., *Morning News-Times* and *Evening Telegram*. Ownership will be transferred March 1.

This makes the seventh daily newspaper purchased during the last six months by the company of which John H. Perry is president.

Help Wanted on a Neckwear Slogan

THE HUNT-LUCE AGENCY, INC.

BOSTON, MASS.

Editor of PRINTERS' INK:

We are considering the use of a slogan for a neckwear account and wish to determine whether the contemplated slogan has been registered before by any neckwear concern, to wit: "Your Neck's Best Friend."

HUNT-LUCE AGENCY, INC.,

GEO. B. HUNT.

N. G. Strathern Joins Adamars Agency

N. G. Strathern, recently advertising manager of the Monarch Metal Products Company, St. Louis, has joined the staff of The Adamars Company, advertising agency, also at St. Louis.

Fred J. Evans joined the National Outdoor Advertising Bureau, Chicago, January 1. He was formerly manager of the poster department of the Thomas Cusack Company, Chicago.

Loyalties in the Making

How Advertising Develops Loyalty

By Gilbert Kinney

I HAVE never in a political argument seen one disputant admit any part of his opponent's argument or concede any weakness in his own. Yet we have conclusive evidence every election that people's opinions and loyalties do change.

How does it come about? How are a man's opinions, habits or loyalties changed as regards any condition, any individual or any product?

If we realized how well covered over these processes are, we should not expect to see advertising influences work in the open.

The tendency to expect this leads many a business executive to misjudge advertising copy. He wants to see it work in the open and wants it to perform on the man whose reaction he will be most conscious of—himself.

He expects to read and be convinced or stimulated to action. He expects the message to register on him just as heat or cold registers on the mercury of the thermometer.

He gives no consideration to the fact that most of his opinions do not exist as a result of any conscious application of interest on his part and that in reading advertising of his own product he inevitably steps out of character as a casual reader.

Advertising can sell. It does not create only consumer acceptance. But only rarely does it produce immediate action the first time the reader sees it.

The advertiser seeking his first supporters has a very difficult task and he has to project an idea in association with his product if he is to accomplish this within a reasonable time and without excessive outlay of capital.

Loyalty is a conspicuous attribute of the public and the one

thing that makes it worth while to build good-will. From the other side, however, this trait and the fixity of habit constitute a definite resistance that has to be overcome.

No matter how excellent the idea and how general its later acceptance, there is difficulty in winning the first supporters. Beveridge, in his *Life of John Marshall*, tells how the State of Massachusetts adopted the American Constitution by the small margin of 187 to 168; the State of Virginia ratified only by a vote of 89 to 79.

Mr. Elihu Root, in a recent address, said that a real idea once projected is never lost, but that its general acceptance might be long delayed.

CLEVELAND'S ADMINISTRATION AS AN EXAMPLE

No President on leaving office was more generally condemned than was Cleveland. We see him now regarded as a great President. How did this change come about? No one read something about Cleveland and then suddenly changed his opinion. No. He read from time to time praises of Cleveland, he found Cleveland's acts quoted as precedents for present action that he approved. He gradually weakened in his poor opinion of the ex-President until one day he found himself quoting Cleveland in support of his own opinions and he had completely about-faced on the question of Cleveland.

First we must associate the product with an idea.

General excellence wins very little following and the important decision is the one which determines where the emphasis will be laid—how the proper association will be developed. Elections swing on one issue usually, rather than on whole platforms. It is "The Full Dinner Pail," or "He

From The J. Walter Thompson "News Bulletin."

BUSINESS PAPERS

dedicated to building better business in the industries they serve—

backed by an editorial organization that is industry-wide and encircles the globe—

designed primarily to serve their readers, to give them helpful information promptly, with authenticity beyond dispute, presented attractively—

every issue of each Penton publication shows these principles crystallized to create reader interest—

this reader interest suggests real sales possibilities to those selling in the markets covered by these business papers.

THE PENTON
PUBLISHING COMPANY
Penton Building
Cleveland

Members
A.B.C. A.B.P.



Kept Us Out Of War," or "The Five-Cent Fare"—a single issue which determines elections.

There were 11,634 births in New York City in August, 1922, as against 11,905 in August, 1921.

There were 59 suicides in New York City in August, 1922, as against 59 in August, 1921.

There were 19,123,166 wrongly addressed letters sent to the dead letter office in June, 1921, as against 19,353,413 in June, 1920.

We talk glibly about the impression on the average citizen. Who is this average citizen? If we could get a specimen we would pay him \$50,000 a year just to have him sit in the office and allow us to shoot questions at him and see his reactions. But our average citizen is not like Rossum's Universal Robots (R-U-R) which can be turned out by machine.

What we do know though about this average citizen is that he has a poor memory. Memory is man's weakest point and that is why we keep building up in his mind the association we believe will sell the product. We tell him again and again, developing the same thought with varying approaches.

Mark Twain once said that as a boy he could remember things whether they happened or not. As he grew older he found that he remembered only the latter.

It is not as bad as this, but who remembers now who first flew across the Atlantic?—or who discovered the South Pole? We are sure, however, that thousands in New York know that John Arbuckle served Yuban as his guest coffee, and that Humphrey O'Sullivan made heels that "absorb the shocks that tire you out."

U. S. Ball Bearing Advances M. E. Monk

Marvin E. Monk has been made director of sales for the U. S. Ball Bearing Manufacturing Company, Chicago, manufacturer and distributor of ball bearings. Mr. Monk has been assistant sales manager of this company.

Miss A. Purdy has been appointed advertising manager of the St. John, N. B., *Daily Telegraph* and *Times*.

Postal Receipts for 1922 Reach High-Water Mark

A world's high-water mark of \$484,853,000 for postal service receipts is announced by Postmaster General Work in a resumé of his department's work for 1922. This figure is a \$20,000,000 gain over 1921 and practically double that of a decade ago, which was \$236,338,000 for 1912. The jump in per capita revenue is from \$4.28 for 1921 to \$4.41 for 1922. Stamp and stamped paper sales totaling \$403,892,000 for 1921 set a new record, with \$422,108,000 for 1922. Registered, collect-on-delivery, and insurance fees brought \$17,092,000, compared with \$16,788,000 for 1921.

Henry DeClerque, Inc., Has Pacific Coast Offices

Henry DeClerque, Inc., Chicago publishers' representative, has opened offices in San Francisco and Los Angeles. Fred L. Hall, who for a number of years has been in the publishers' representative field on the Pacific Coast, will have charge of these offices. Harry L. Shaver, who has been with the Chicago office of Henry DeClerque, Inc., has joined the company's New York office.

New York "Tribune" Appoints George J. Auer

George J. Auer, recently with the national advertising department of the New York *American*, has been appointed advertising manager of the graphic section of the New York *Tribune*. Before joining the *American*, Mr. Auer had been business manager of the Albany, N. Y., *Knickerbocker Press*. At one time Mr. Auer was business manager of the Atlanta, Ga., *Georgian*.

New Italian Newspaper Published at New York

Corriere d'America is the name of a new Italian daily newspaper which started publication at New York on December 27. It is being published under the auspices of the Milan, Italy, *Corriere della Sera*, and Luigi Barzini, formerly with that newspaper, is publisher and editor. O. Ascittuto has been appointed general and business manager. *Corriere d'America* will be printed in tabloid form daily and Sunday.

Representatives Club Plans for Annual Dinner

The Representatives' Club, New York magazine representatives, will give its annual dinner at the Yale Club on the evening of January 11. Roy Williams of the *Scientific American* is chairman of the entertainment committee.

Frauk Crowninshield, editor of *Vanity Fair*, will be toastmaster at this dinner.

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OLIVER MARBLE GALE

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What do *you* think of send-
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We're coming to it—big
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that are not yet ready to
equip themselves fully with
all kinds of copy writers.
My kind, for instance.

1108 GARLAND BUILDING
CHICAGO



The American

Read by more than 50

This tremendous circulation concentrates in 23 States.

Latest Census figures show that there are 15,807,147 families in these 23 States and 4.38 people to a family.

The yearly income of these families is \$47,768,114,000. (Figures supplied from National Bureau of Economic Research.)

The American Weekly reaches practically **ONE OUT OF EVERY FOUR WORTH-WHILE FAMILIES** in these 23 rich and populous States. It therefore offers advertisers a market where the total income of the families it covers approximates **FOURTEEN BILLIONS OF DOLLARS!**

In these 23 States, 72% of all the wealth of the U. S. is located according to income tax reports. 80% of all Bank and Postal Deposits are here. Two-thirds of all retail and wholesale businesses in the U. S. are likewise in these same States.

Is it any wonder that **THE AMERICAN WEEKLY** has grown and is growing faster than any other advertising medium? Is it any wonder that the volume of business carried has increased 800% in the past four years? Is it any wonder that the 1923 outlook promises to make this growth even greater than ever?



can Weekly

reaches the 500,000 families

Here is a publication that has more **IMPORTANT AND EXCLUSIVE FEATURES** to offer advertisers *than any other form of publicity yet discovered!*

It is the **ONLY** medium where a blazing color page (three colors and black) of full newspaper size can be used to illustrate, describe and introduce a product into more than 3,500,000 homes.

Publishers' circulation statements for the last eight issues:

Oct. 1st.....	3,495,083	Oct. 29th.....	3,675,143
Oct. 8th.....	3,541,267	Nov. 5th.....	3,728,963
Oct. 15th.....	3,668,267	Nov. 12th.....	3,820,164
Oct. 22nd.....	3,675,852	Nov. 19th.....	3,841,961

The American Weekly is issued with the following 12 Sunday Hearst Newspapers:

New York American

Boston Advertiser

Washington Times & Herald

Atlanta American

Syracuse American

Rochester American

Detroit Times

Chicago Herald & Examiner

Milwaukee Telegram

Seattle Post-Intelligencer

San Francisco Examiner

Los Angeles Examiner

1834 Broadway, New York

A. J. KOBLER, Manager

Chicago Office Pacific Coast
Hearst Building Monadnock Bldg.



By the Way—

One year ago we published a 64-page magazine—

Now it contains 116 pages!

One year ago we carried 78 advertisements—

Now we have almost 200 advertisers!

Above all—the circulation is now ten times greater than it was a year ago.

You—as advertising men—know what this phenomenal growth means.

Pass the good word along to your client.

Tell him to use—

RADIO

Established 1917

Pacific Radio Publishing Co., Inc.
Pacific Building **San Francisco**

BRANCH OFFICES

New York , 17 W. 42nd St. Phone Longacre 8248	Kansas City , Mo., 1102 Republic Bldg.
Chicago , 6442 Ingleside Ave.	Los Angeles , Cal., Suite 510, 456 So. Spring St.
Toledo , Ohio, 763 Spitzer Bldg.	Seattle , Wash., H. Jacobson, 2218 Third W., Telephone Elliott 1903.
Detroit , 620 Free Press Bldg.	
Boston , 62 Irving St.	

Getting Salesmen by a Charted Process of Evolution

How John Lucas and Company Obtain Good, Reliable and Conscientious Salesmen

By Ernest T. Trigg

President and General Manager, John Lucas and Company, Inc.

VIRTUALLY every company of account today has some programme for the training of its salesmen, which is sufficient indication of the prevalent feeling of business managers on this question. The needs of business vary, and so plans vary, though all good plans have fundamental characteristics that are common. Strictly speaking, our own company has no cut-and-dried plan that may be applied in all cases, and, personally, I am against any set programme of training, particularly for such an individualized calling as we, in our business, consider salesmanship. I am opposed to the class method, or any other method which I think tends to suppress individuality in the new employee.

The salesman, alone on the road, is an institution unto himself. It is his personality, his resourcefulness, his own genuine faith in the proposition that he is selling, that weighs for or against the product in his sample case. If the product is so exceptional, and the company back of it so vast and firmly established in the trade that a dumb man could represent it, why of course the story is different. But in keen competition such as we have the salesman, as a man, plays a part so important that we cannot afford to overlook him, nor in any event would we care to take chances by doing so.

Consequently, we regard each new man entering our business as a distinct individual problem, to be handled distinctly, even as if he were the only new man occupying our attention. We have no questionnaires, and no employment personnel that hires salesmen or

any other employees above the plain laborer type. Interviews with applicants are personal and confidential, and as often as possible conducted by myself, or, in our branch offices, by the branch managers. We executives give time to this task because we look upon it as a major task of the business, and it has paid us through the steady growth of the company, year by year, and in a rising efficiency in our organization. As we employ, so we build; to build permanently we must employ carefully and wisely, keeping constantly in mind that it is as great a duty to insure the future of the company as it is to insure its present. An established, reputable business that fills a worthy need is not a fly-by-night venture; it is a force that should grow stronger with each new generation as a lasting stone in the economic and industrial structure of the nation.

GOOD MEN AWAITED

I reveal nothing new when I say that our company, and every other company of any size in this country, is never overloaded with good men. The contrary is true: good men—I say *good* men—are urgently in demand. Right now we could profitably open several new branch offices—if we had men who had convinced us that they could manage those offices successfully. But since the men are lacking, or at least since they have failed to come forward, the company's expansion must await our discovery of them. Surely, then, no duty is more urgent than this painstaking search for and development of potential executive talent. The very life of the business, of any business, is dependent upon it.

Reprinted by permission from *Administration*.

I believe that the beginner himself should determine what department of the business he should enter out of which to carve his future, and that he should base his decision purely on his likes and his dislikes. Forced effort, that idea of keeping on the job by sheer will-power just because a rule in the copy book says "work must win," is not the effort back of real success. Success in any undertaking is an outgrowth of love of one's job. The great ball-player is great because he loves the game with a love that has fired him to perfect himself in it; he cannot keep away from the ball lot; the feel of the bat makes his fingers itch, in season or out. So it is in business. When a man is so in love with his work that the days are too short and the nights too long, nothing in this world is heavy enough to hold him down.

Again, I have stated nothing that is new—nothing that is not as old as this old world itself. Yet, so common is our knowledge of this fact that too often we are prone to forget it. Or perhaps we merely do not go deeply enough into the young man problem—the problem, I mean, of getting him started right, to the advantage of all concerned. If he does not know just what he wants to do, or is best fitted to do—and the beginner very seldom does—he should be given an opportunity to find out before he is settled anywhere. The employer today owes this to his company and to the man. Take a boy with a talent for music and a longing to become a great musician. Turn him into a hodcarrier, and the world will lose twice: The building industry through an inefficient, indifferent workman; humanity through the loss of that workman's unborn music. It is an old, old warning, that of the futility of attempting to fit the square peg into the round hole; and yet business is full of square pegs being worn round on the corners to their detriment and pain, and of round holes being squared until they crack. The peg is damaged; the hole is damaged; and so the misplaced employee is a pathetic

example of wasted energy, a liability to himself and to the company that employs him.

At least 75 per cent of the young men who have come to me seeking employment have revealed a distressing ignorance of themselves. They are almost totally without conception of what they are best fitted to do, and are equally at a loss as to what they want to do. Nor is the figure of 75 per cent exaggerated; it might be nearer 90 per cent, and it includes even the most promising graduates of our best colleges who have determined upon that broad sea, Business, as the sea into which to launch their fragile craft. They want "to enter business." Beyond that vague objective they have none. They are like the little boy whom the kindly old gentleman came across in the woods with a gun:

"What are you hunting for, Johnny?" the gentleman asked.

"I don't know for sure, Mister," Johnny replied. "I ain't seen it yet."

These men must be supplied with a definite objective if they are to get anywhere, if they are to give to business and to their families-to-be the best that is in them. They should be so guided that they may find that objective themselves—and that is what we, first of all, try to help them to do. However, we seldom reveal to the men the mechanics of what we are driving at. It is better to leave the man to discover what is to be discovered by himself.

As the initial step in our plan we outline to the applicant, if he seems to be the kind of man whom we want in our employ, the four general divisions of a manufacturing enterprise:

1. The executive
2. The administrative
3. The productive
4. The division of selling.

Briefly we sketch the functions of those divisions, and their requirements.

"Now," we ask, "which one of them appeals to you the most? Think it over seriously. You are making an important decision."

Resolved

THAT *we shall go on
striving to make each
Client pensively wish
that his wares were
quite on a parity with
our own Typographic
Idealization of them*

PHILLIPS & WIENES

INCORPORATED

Typographers Who Prove It With Proofs

314 East Twenty-third Street

New York



"TYPE FACES WITH EXPRESSION"—A broadside, 24x38", showing a comprehensive list of type faces now in use by the *Typographers Who Prove It With Proofs*. A request on your letter-head will bring your copy

The Radio Medium in Canada is The Toronto Daily Star

THE STAR was the first newspaper in Canada to erect a 2 kilowatt station---as powerful a wireless apparatus as the Government sanctions.

Every day, including Sunday, The Star broadcasts a consistently high-class programme, and has an orchestra exclusively for radio. The Station Call is C. F. C. A., operating on a wave length of 400 metres.

These concerts are enthusiastically listened to as far north as the outposts of civilization; as far west as Alberta and Montana; as far south as the Gulf of Mexico, and as far east as the Atlantic seaboard. They are heard in 32 States and 8 out of 9 Provinces in the Dominion.

The Star is now also using radio in special cases for the gathering of news.

In the city of Toronto alone over 6,000 families have receiving sets. There are many thousands more throughout Ontario, the field covered by The Star. In Eastern Canada when one thinks of Radio one instinctively thinks of The Star---Radio Headquarters.

The Star is unquestionably the best advertising medium for radio dealers. Every day a feature page is devoted to Radio News.

The Daily Star's circulation averaged over 120,000 copies per day during December, and The Star Weekly (Sunday edition) over 146,000---each the largest newspaper circulation in its field.

UNITED STATES REPRESENTATIVES: CHAS. H. EDDY CO.

New York	Boston	Chicago
Fifth Avenue Building	Old South Building	People's Gas Building
MONTREAL Representative---J. B. Rathbone, Transportation Building		

The majority of them snap at the last named, "selling." But this first preference of the candidate is not, however, always his final one. We have him make this seemingly definite decision then simply for the purpose of getting him thinking about himself along definite lines. He begins to ask himself, once alone, "Do I really want to be a salesman?" He talks the matter over with older men, all the time, consciously or unconsciously, trying to analyze his likes and dislikes.

Most young men are drawn by the lure of travel, of seeing the world, the romance of the selling game, that fictional picture obtainable from our best magazines of landing the big dealer who has held out for years, marrying his daughter, and of becoming an officer of the company overnight. There is small attraction, offhand, to the routine grind of administrative work; the very name of the traffic department sounds technical and uninteresting; pronounce "statistics" and the word trips the tongue and imparts a dry-as-dust flavor. But selling! That to the applicant stirs his inherent love of action and adventure. He wants to be a salesman; but as a matter of fact he knows little or nothing of what salesmanship demands, of the bitter disappointments, the hardships, the nerve-killing experiences of the selling game. Still, as he has expressed a preference, whereas before he had none, we let his preference stand until he finds a better one.

BEGINNERS FAVORED

There are no rules that can be followed in the hiring of men, that is, in the sorting of the applicants. This is a plain exercise of common sense and good judgment, and no two employers' tastes run exactly alike. As to myself, I will, as a rule, hire any clean-cut, intelligent, normal young man who honestly seeks employment. I prefer the green man, young and without previous business experience. Such men most readily assimilate the policies and methods peculiar to our company; they be-

come exclusively "Lucas men." When a man is experienced in the policies and ways of a competitor, or any other company, his training becomes doubly difficult: he must "unlearn," if I may use the word, what he has already learned—an almost impossible requirement; then he must learn a fundamentally old business over again, which he is not readily inclined to do. It amounts to a policy with us to recruit our salesmen from the ranks of beginners, an employment policy that we feel pays most consistently and surest in the end.

Once employed, the new man is put to work in whatever part of the organization is most convenient to us, regardless of what his stated preference for work has been. And there, into whatever job he falls, his self-training begins—an initial training that is to take in the business comprehensively.

Gradually, as opportunity offers and as the man progresses, he is shifted from one kind of work to another. He serves as a clerk in the order department, and learns how to write orders accurately by rewriting orders of salesmen incorrectly written. He also learns the why and wherefore of that department—its special function toward the business as a whole and the necessity of co-operation with other departments. He puts in a week or two in the shipping-room and discovers the importance of such small details as correct addresses and spelling of customers' names; the credit department claims him for a time; then the traffic department, the accounting office, and so on until he has been sifted through the entire organization. He has come to see business in a new light, to grasp its details and varied ramifications, to appreciate the diversity of its opportunities and its needs; and sometimes, quite suddenly, he discovers that he does not want to be a salesman at all; he has found another kind of work that he likes, that he wants to keep on doing, and he comes to his department head eager in his desire to remain at that work.

In this sifting, or "finding"

process, the business might be likened to a flat board bored with numerous holes of different sizes; and the men to a handful of various-sized marbles thrown upon the board. One rolls the marbles about over the holes, and as each comes to the hole that it fits, it drops through into the pocket below. That is the place where the marble, the man, rightfully belongs. He knows it by instinct.

Three out of every four who express an initial desire to take up salesmanship persist in that desire after they have worked through the various departments of the business. These men have confirmed their first choice. At the same time they have absorbed into their systems some of the spirit of the business—its personality, its traditions and ideals—and they have a first-hand, practical knowledge of the parts that make the whole and the salesman's relationship to them. There is no need now to lecture these men on company policies and what our company stands for; they have learned these things for themselves, having discovered them as explorers in virgin fields. And bubbling over with what they have learned they are eager to take the road and pass on this information to customers, to sell more than mere goods—the company itself.

WHAT IS EXPECTED OF LUCAS SALESMAN

No sale is complete if it contracts simply for an exchange of money and merchandise. We sell paints and varnishes. Our interest in each can of the product is intact until the painter's brush has spread it upon a consumer's property. In the retail field, therefore, the dealer stands as a direct representative of the manufacturer to the public, the ultimate consumer, and if the retailer is to do justice to his position as such, he must be, morally at least, a loyal, tangible, and active link in the manufacturer's organization. We want salesmen who instinctively, spontaneously, will sell our company's policies first, and our company's goods second. We

want salesmen who can make retailers into salesmen and work with these retailers, in a broad, intelligent way, as their sales managers. Such salesmen are not through when our product is safe on the retailer's shelves; they must see that product move, and help to move it.

But our new employee, to get back to him, has now confirmed his first belief that he desires to become a salesman. After a period of what might be called apprentice work in the office of the sales department, he is assigned to a territory of his own. He is not, however, left to shift for himself. The sales manager of the district, in person, stays with the recruit for two weeks. The older man becomes the beginner's traveling companion and adviser. Among other things, he teaches the young man what trains to take, how to get about most conveniently, what hotels are best to stop at, how to get suitable rooms at reasonable rates, how to approach customers, and all the details that make up the routine of the work as well as many of its finer points.

This help is immeasurable. Few young men, fresh from home and school, are experienced in travel. The advice of the older hand and his companionship insures their getting started right, with the right kind of habits, the system that keeps them most fit, efficient and up-and-doing. Of course, left alone they eventually would learn these things for themselves, but likely as not they would learn them all wrong; and in the struggle with details their minds would be off their real mission, learning to sell.

At the end of the second week the young salesman-to-be takes up his work unaccompanied by the manager. But each night, at the close of the day's work, he is expected to sit down in his room and write a long personal letter to the sales manager, telling him in detail everything that has happened to him during the day. These letters are not formal sales reports; they are friend-to-friend affairs, the more informal and

Chieftain Bond

Around the world in ninety days! The output of the CHIEFTAIN BOND grade, if made in a strip of letterhead width, would circle the globe four times a year.

CHIEFTAIN wins by pleasing everyone. It satisfies those who buy on price as thoroughly as those who demand looks, printability, service.

CHIEFTAIN BOND offers an exceptional opportunity to paper users in its unusually large selection of colors, with fourteen different tints in addition to white.

Whatever color is right for the appeal you wish to make may be found in CHIEFTAIN BOND. The economy and versatility of this paper enables widest possible application of this correct color to the sales appeal.

Note the Tear and Wear as Well as the Test



NEENAH

PAPER COMPANY

Neenah, Wisconsin

Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

AGAIN
SIOUX CITY
IS

First in Iowa
138% Increase
in Bank Transactions

Bank Transactions in Sioux City for the week ending December 20 were 138% larger than the corresponding period in 1921.

Week ending Dec. 21, 1921...\$6,806,000

Week ending Dec. 20, 1922...16,230,000

Increase.....\$9,424,000

Figures released by the Federal Reserve Board show the remarkable recovery in Sioux City's Trade Territory and also that such recovery has been more marked here than in any other Iowa or Middle Western City.

Sioux City Is Your BEST Iowa Market

Ask our Merchandising Department for further information and co-operation

The Sioux City Tribune

"68 Per Cent More Evening Circulation"

WILLIAMS, LAWRENCE & CRESMER COMPANY
Representatives

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

In Sioux City It's the Territory

friendly the better; and the sales manager answers them in kind, commending good strokes, counseling about certain customers with whom the salesman has had difficulties, suggesting in real friendly man-to-man vein.

Remember, the beginner very often is away from home for the first time on his own resources. He is in a work that is new, sleeping in strange hotels, seeing only strange faces, meeting with rebuffs. It is just plain human nature for him to want to reach out somewhere and feel the grip of a friendly hand. He knows the sales manager now, having had two weeks of close companionship with him on the road, and the personal letters between them usually cement valuable friendships—friendships that in turn cement the entire organization. We do not coddle these young fellows. We simply try to keep in mind while the seeds of their future growth are being planted that a business is no bigger than the men who compose it, and that men are men—not machines.

After the first two months on the road the novice discontinues the detailed accounts of his experiences and limits himself to the regular sales reports to the manager. Now, almost entirely, he must draw upon his own resources, or to use a slang phrase, "buck the game on his own." This is a period of pure self-development that sharpens his initiative, keys up his self-reliance, and exercises his wit and ingenuity, though as a salesman he is still in the probationary stage.

Also, this is the weeding out period. It is now that the sales manager watches the recruit's work most closely. If the new man lacks spunk, he will become discouraged under this test and quit. If he lacks judgment, initiative, resourcefulness, confidence, the fact will out. It is a test, in short, of his possible worth to us as a salesman, and upon it depends the question of his permanent employment. We do not expect any beginner to achieve wonders during this probationary period, but we do expect

him to show promise and progress. He should do better, not worse, and if he cannot do better as the weeks pass, it would be unprofitable for us to keep him.

A COURSE AT THE FACTORY STILL AHEAD

Holding up under the test, however, the recruit is again joined by the sales manager, usually at the expiration of two months after his first two weeks of personal instruction on the road. And if he is of the right stuff, he meets the sales manager bursting with questions. He is chock full of things he wants to talk over, get straightened out on, and the sales manager is the one person in the world he is most eager to see. The manager, too, is able to make a final check of his candidate, correct any errors that have cropped out in his work, and get him firmly on his feet. After this second trip with the man, the sales manager again leaves him to work out his own salvation until six months from the time he started. During this interval the sales manager, of course, watches his progress from his reports, carefully and constantly advises, counsels, and stimulates him. Then, should the manager decide that we really have a salesman, and should the salesman also decide that he has made no mistake in entering our employ as such, the man is sent to our nearest factory for three weeks' practical work and training.

By "practical work and training" I do not have in mind work on the technical side of our business at all. The manufacture of paints and varnishes is a complicated chemical process. We do not attempt to teach our salesmen the first thing about manufacturing or shop processes. The man who buys paint for his house does not care an iota what that paint is made of. What he does want to know is the responsibility and experience of the manufacturer plus how the paint will wear, and how it is put on. The answers to these last two questions are what we want our salesmen to

learn, first-hand, in our test and experimental laboratories. The new man is put into the factory and taught how to apply paint and varnish. His experience of six months on the road in actual contact with customers has taught him what the customers want to know, the questions that he should be prepared to answer, and he sets about qualifying himself on these questions. He is not put into a class, nor is he under any set course of instruction in the factory. The knowledge sticks better when the man gets it in his own way, and the only precaution that we take is to see that he gets the information he is after and gets it right the first time. Two or three weeks of this experience are sufficient in most cases, and from the factory the man goes back to his territory, a full-fledged salesman of our company. Does such training pay?

It has produced for us a sales force that is efficient, effective, loyal from the ground to the top, a force that has sold our goods in good years and in bad to the continued prosperity of the business. It is giving us our executives, insuring our tomorrows as well as our todays. More: Virtually every man—I can think of no exceptions—who has completed the general training here outlined has made a good, a reliable, a conscientious salesman. The men who are not salesmen demonstrate the fact before they finish the training course.

Stetson Foreign Sales Greatly Increased

At the annual Christmas celebration of the John B. Stetson Company of Philadelphia, J. H. Cummings, president of the company, told of some remarkable increases in export sales. Total export business showed a 64 per cent increase in hats sold as compared with 44 per cent domestic increase. The actual percentages of increase in specific countries brings out some interesting facts upon relative markets for hats. These include: Australasia, 250 per cent; British Isles, 145 per cent; France, 150 per cent; Central America, 110 per cent; Argentine Republic, 1620 per cent; Africa, 513 per cent; Philippine Islands, 336 per cent; West Indies, 265 per cent; China, 107 per cent, and Japan, 99 per cent.

Chain Store Account with Peck Agency

The When Stores Company, New York, operating a chain of retail clothing stores in the Middle West, plans to conduct local newspaper advertising campaigns in the various cities in which it has established stores. It has placed its advertising account with the Peck Advertising Agency, Inc., New York.

The Peck agency also has obtained the accounts of the Nu Life Company, manufacturer of corsets and Vibro Belts, and the Nohuk Brassiere Company, Inc., both of New York. Advertising campaigns are being conducted in business publications and New York newspapers for these accounts.

New Backyard Poultry Keepers Sought

A campaign designed to create new backyard poultry keepers has been started by the St. Albans Grain Company, St. Albans, Vt., manufacturer of Wirthmore poultry feeds. The copy, which will appear during a period of three months, is devoted chiefly to the profits and advantages in keeping hens and the manufacturer's products are made incidental.

The Hunt-Luce Agency, Inc., Boston, is directing the account.

Four New Accounts with Toledo Agency

The American Floor Surfacing Machine Company, Toledo, O.; The Flint-Rock Corporation, Ingomar, O.; The Michigan State Automobile School, Detroit, and the Motor Products Company, Norwalk, O., have placed their advertising accounts with The C. C. Stockford Company, Toledo advertising agency.

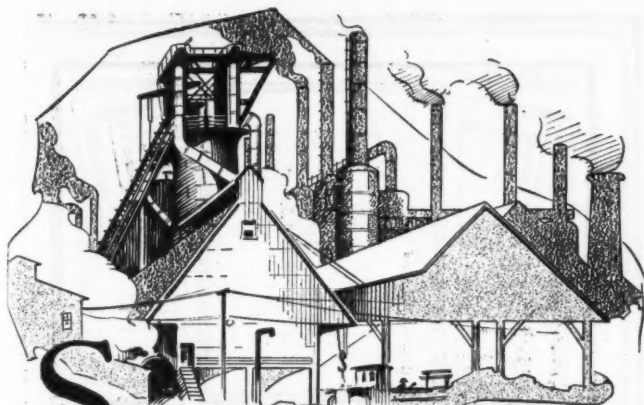
Will Advertise Store and Office Fixtures

Newspaper and direct-mail advertising will be used by the Weber Showcase & Fixture Company, Los Angeles, which has placed its account with Smith & Ferris, advertising agency of that city. The company manufactures soda fountains and store and office fixtures.

Joins Los Angeles Agency

The Dan B. Miner Company, Los Angeles advertising agency, has added to its staff F. Langhenry Carver. Mr. Carver was formerly with Sherman & Lebar, Inc., New York, and B. Kuppenheimer & Company, Chicago clothing manufacturers.

L. R. Hudson has been appointed Western manager at Chicago for the "Chemical Engineering Catalog," *Industrial and Engineering Chemistry and Pencil Points*. He previously had been with the New York office of these publications.



Sell Your Products to the Homes of YOUNGSTOWN'S 49,000 Prosperous Steel Workers

THEY earn large wages. They enjoy the most modern comforts. They'll buy any article of merit. They spend a large part of this territory's billion-dollar payroll. Are you getting your share of their business? The VINDICATOR blankets this entire territory and will put your story into their homes.

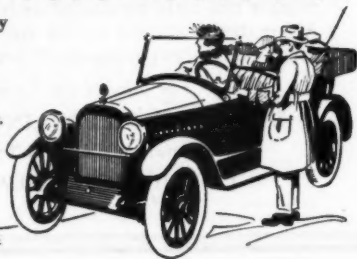
Cover YOUNGSTOWN with

The Vindicator

Daily and Sunday

Youngstown, Ohio.

LACOSTE & MAXWELL.
Representatives,
Monolith Building, New York.
Marquette Building,
Chicago, Ill.



Another Tennessee Postmaster Helps Business

POSTMASTERS in cities of Tennessee seem to be vying with each other in endeavoring to help the business houses in their communities. PRINTERS' INK has already related the activities of Postmaster McCabe of Nashville. Now along comes Postmaster Springfield of Chattanooga with a trade extension plan for the business men of Chattanooga. His plan is given in a form letter which he sent to Chattanooga business men and which reads, in part, as follows:

UNITED STATES POSTOFFICE
CHATTANOOGA, TENN.

Chattanooga, the Dynamo of Dixie—the best town in the country. A city with 385 factories, making 1,355 kinds of products. Such industrial diversity dispels adversity and brings increased prosperity. Boost your town—boost your business—boost your postoffice by mailing your letters early and often.

Mr. Business Man:

Are you getting your share of the business of the nearby towns? It has been demonstrated that your out-of-town patronage can be increased and made to pay greater dividends by judicious, truthful advertising, careful attention to orders and prompt shipment of goods. With your co-operation, the postal service can and will make it possible for you to furnish such prompt handling that your nearby-out-of-town customers almost shop at home; provided you give them quick service and mail it early.

Did it ever occur to you that there are more than 200,000 people, outside of Chattanooga, who can be reached by the mails in less than three hours' time? If you are from Missouri, count 'em! In that three hours the mail will reach the following towns and sections:

(List of towns here)

Do you know you can address advertising matter to the thousands of patrons on the rural delivery routes going from all these offices and have it delivered to them, although you may not know the name of a single one of them? Ask us how! We can tell you how you can address and make up this advertising matter, so it will be delivered to these prospective customers before the printer's ink gets dry!

If you are interested, call on our trade extension section.

Yours for service,

W. J. SPRINGFIELD,
Postmaster.

Good Roads

AND automobiles have increased the trading radius of cities and enabled advertisers to concentrate their advertising in metropolitan trade centers by using Daily Newspapers. No lost circulation, for you buy the number of newspapers you consider necessary to cover each field—ask your agency.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

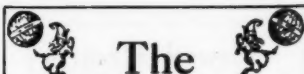
Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT
701 Ford Bldg.

ST. LOUIS
401 Globe-Democrat Bldg.



The "Personality" of "PUNCH"

FOR over eighty years "PUNCH" has marched through life in step with kings and queens, princes and peers, statesmen, authors, artists, clergy and laity alike, contemporary with all the brightest, the most comfortable and contented hours of their individual existences. To such intimacy no other journal in the world has ever won. Its company courted equally by every rank, "PUNCH" stands peerless as a personality of print.

Put such a personality to salesmanship and consider if success were not inevitable.

Advertisers of High-class goods and service in Great Britain recognise "PUNCH" as the finest medium extant for their announcements, and prove their confidence up to the hilt with such generous orders for space that it is frequently difficult to meet the demand.

If your goods or services appeal to the highest class, not only in Great Britain but the wide world o'er, you can find no better advertising medium than "PUNCH." Rate card, booklet and particulars of space available from

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Boulevard des Capucines, Paris, E.C. 4
England

Hudson Motor Earnings High

The Hudson Motor Car Company, Detroit, manufacturer of Hudson Super-Six and Essex automobiles, has completed the most prosperous year in its history, according to Roy D. Chapin, president. The company's report for the year ended November 30 shows a gross profit of \$12,631,176. After deducting expenses, interest, depreciation and Federal taxes, the net profit amounted to \$7,242,677.

Mr. Chapin stated that not only has domestic trade been excellent but that foreign trade also has improved and foreign shipments are constantly increasing. During its fiscal year the company sold 26,271 Hudson and 34,962 Essex cars.

Pittsburgh Wholesaler Advertises Potatoes

Albert W. Travis Co., of Pittsburgh, is using newspaper space to advertise Idaho Baking potatoes. They are described in the copy as "the potato served on the dining cars." The spuds are packed sixty in a box or in two peck sacks, and every potato is guaranteed by the advertiser. The consumer is told to ask his grocer or potato dealer for the "guaranteed brand."

Will Become "Farm Equipment Merchandising"

Farm Equipment Merchandising, a monthly magazine for the farm equipment trade, succeeded *Implement and Tractor Age* on January 1. E. E. Whaley has been appointed manager; George A. Brown New York representative, and George H. Meyers Chicago advertising representative.

American Radiator Shows Profit

For the ten months ended October 31, 1922, the American Radiator Company reports a gross profit of \$9,018,048 from which \$5,268,178 for expenses and depreciation were deducted, leaving a net trading profit of \$3,749,870. The company's net income is reported at \$4,804,727.

Oakland, Cal., Club Elections

The Oakland, Cal., Advertising Club has elected the following officers for 1923; Lew F. Galbraith, who has been treasurer, president; Max Horwinski vice-president, and George Cummings treasurer. Woodson Ross was re-elected secretary.

Carbone, Inc., importer, Boston, Mass., has started an advertising campaign in class publications. The account is being handled by the Franklin P. Shumway Company, Boston.

The BEST Advertising Art & Illustration

will always be produced by the independent artist working alone and unhampered in his own studio, putting his time and his enthusiasm without stint into his work, selling it solely on its merits and staking his reputation and his prospects on its quality.

To make this class of work available with the least inconvenience to the largest number of users of art work, the GUILD OF FREE LANCE ARTISTS established its service. By paying a short visit to Guild Headquarters, you can review the work of practically all the leading artists of the country, and all necessary information as to their availability will be placed at your disposal without charge or obligation. In the shortest possible time you will be put in direct contact with the artist best fitted to handle your particular problem.

The biggest advertising agencies and advertisers repeatedly bring their art problems here, because no such comprehensive source of information is available anywhere else.

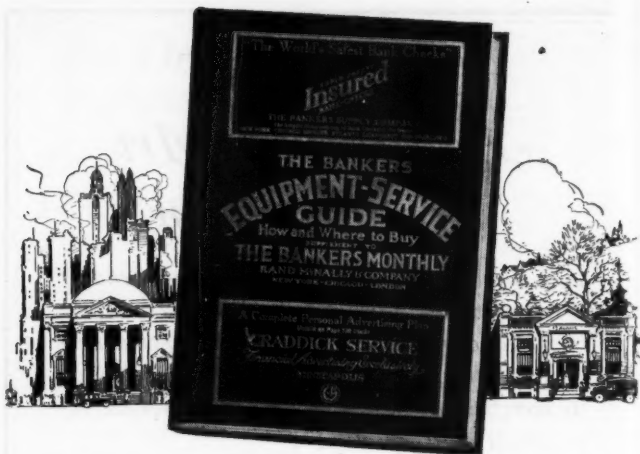
*In person, by wire or by mail
tell your art requirements to the*

GUILD OF FREE LANCE ARTISTS

22 East 17th Street, New York

Telephone Stuyvesant 8200

Write for booklet of information and complete list of members



Reaches the Ear of Every Banker

THIS compact volume in handily indexed form simplifies a problem of growing importance—how and where to buy bank supplies and service. More than 25,000 bankers have received a copy of it.

The extraordinary changes in banking practice, during the past five years, have caused the banker to purchase on a broad scale new mechanical devices, accounting and filing forms, furniture, advertising and other factors relating to the workaday routine.

The Guide shows at a glance where all kinds of dependable supplies and service may be obtained; it puts the banker in immediate touch with his market.

RAND McNALLY & COMPANY will also issue, as a new and supplementary feature to the Guide, *The Bankers' Equipment Service Bulletin*, an attractive publication, 8½x11 inches in size, printed in two colors. This Bulletin will be sent each month to every bank in the United States. It will show the latest developments in the bank equipment and service field. Every new device and every improvement on existing devices will be brought to the banker's notice every 30 days, thus furnishing worth-while guidance in purchasing.

To the concerns engaged in serving the bankers' operational needs, the Guide and the Bulletin offer an exceptional means of appealing effectively to a big buying power.

Space reservations for the next issue of the Guide and the Bulletin are now being made.

Write for cards and descriptive literature.

RAND McNALLY & COMPANY

Dept. N-14, 536 S. Clark Street, Chicago

Largest publishers of banking publications in the world.

Working with the Retail Clerk

What May Be Expected in the Way of Co-operation from the Man behind the Counter

KLAU-VAN PIETERSOM-DUNLAP, INC.
INCORPORATED
MILWAUKEE

Editor of PRINTERS' INK:

Will you kindly send me an index to articles appearing in your publications on securing co-operation of clerks in stores?

KLAU-VAN PIETERSOM-DUNLAP, INC.,
W. F. DUNLAP.

DURING the latter part of 1921 a contributor to PRINTERS' INK mailed a questionnaire to all those companies mentioned in references appearing in the PRINTERS' INK Publications concerning retail clerk educational methods. He asked these manufacturers whether in their opinion the retail clerk was really as black as he was painted; whether they found him to be an obstacle to business recovery; whether his attitude was any worse since the war than before, and if so, what ought to be done about it.

The replies were not unanimously of one opinion. That was hardly to be expected. A wide range of industries was represented and the clerks in these lines were of various degrees of intelligence. Nevertheless, through all the letters one fact stood out clearly. This was that the retail clerk is seldom much better or worse than the concern which hires him. Also, that in spite of some opinions to the contrary, he is more on the job and more progressive today than ever before. This opinion was expressed by such well-known advertisers as the Victor Talking Machine Company, The Armstrong Cork Co., E. C. Atkins & Co., H. Black Co., The House of Kuppenheimer, O. C. Hansen Co., etc.

On the whole, the replies to the questionnaires indicated that the retail clerk is likely to reflect the interest that is taken in him and his affairs and to repay with interest the expenditure of time and money made on his behalf. The retail clerk has frequently been referred to as the weakest link in

the merchandising plan. If this is an actual statement of fact—and there can be little doubt but that it is true—the fault probably lies as much with the manufacturer as it does with the clerk or the retail store owner. Many manufacturers have been able to secure splendid co-operation from the hired man back of the counter. They were able to accomplish this because they endeavored to help him in a thorough-going and unselfish fashion. The methods they adopted are not copyrighted. Furthermore since retail clerks are merely humans after all and consequently no different in the electrical, hardware, drug or any other line, the procedure a linoleum manufacturer followed successfully may be employed with the same degree of profitableness by the stove maker.

Naturally, since the subject is of such broad and constant interest, it has been discussed frequently and at great length in the PRINTERS' INK Publications. Appended is a list of the references on this topic. The plans of most of the better known manufacturers are covered in these articles and a study of them will repay anyone who is sincerely interested in raising the status of the retail clerk.
—[Ed. PRINTERS' INK.

(Printers' Ink Monthly)

Dealer Helps or Clerk Helps?; November, 1922; page 35.

Underwear Measuring Chart Is Used as Advertising Aid; June, 1922; page 92.

Advertising Selling Course Directly to the Dealer's Salesmen; June, 1922; page 64.

Educating the Retailer by Instructing His Sales Force; May, 1922; page 21.

Broadsides for the Retail Clerk; November, 1921; page 104.

Getting the Dealer to Understand Your Line; June, 1921; page 34.

This Manufacturer Educates Retailers' Clerks; November, 1920; page 62.

Historical Talks for Retail Salespeople; June, 1920; page 72.

The Unselfish Sales Manual as a Profit Winner; March, 1920; page 35.

(PRINTERS' INK)

Three Ways to Interest the Retail Salesman; November 16, 1922; page 160.



What Part of the Automotive Markets Do You Want to Reach?

DONNELLEY has compiled a national automotive trade list separated into 14 classifications. Now you can reach your market without wasting your sales ammunition on folks who cannot use your goods.

Statistical information covering state, county and town lists on cars by make or value will help you establish sales quotas—determine production schedules and visualize territorial conditions.

Donnelley has this material on tap for you. Our book "Automotive Markets and How to Reach Them," tells the whole story. It is yours for the asking.

The Reuben H. Donnelley Corporation

Mailing Service Dept.

328 E. 21st Street Chicago, Ill.

The Circulation of CLINICAL MEDICINE

is international in character. Advertisers receive inquiries and orders from all over the world.

**TO REACH THE MEDICAL
PROFESSION USE
CLINICAL MEDICINE**

Rates on Application

The American Journal of CLINICAL MEDICINE

S. DeWITT CLOUGH, Adv. Mgr.
4767 Ravenswood Ave.
Chicago, Ill.

Eastern Representative:
H. R. SAUNDERS
17 W. 42nd St.
New York, N. Y.

Bonuses to Retail Clerks; November 16, 1922; page 40.

Co-operative Schools for Retail Salespeople; September 14, 1922; page 17.

A Sales Contest to Make Midsummer a Time of Prosperous Selling; June 15, 1922; page 49.

The Selling Plan May Be Legal and Yet Be Bad Merchandising; June 1, 1922; page 10.

What Kind of Co-operation Does the Dealer Need? May 4, 1922; page 89.

Clerks as Prospects; April 13, 1922; page 171.

Why Manufacturers Should Discourage the "Spiff" System; February 17, 1922; page 25.

The Retail Merchant's Biggest Problem—His Clerk; November 10, 1921; page 117.

Commissions to Retail Clerks; October 20, 1921; page 146.

The Retail Clerk—Is He as Black as He Is Painted? September 8, 1921; page 122.

The Retailer's Clerk—A Man to Work With; August 25, 1921; page 117.

Salesmen's Course Adds to Force of Increased Advertising; June 2, 1921; page 159.

Uses Slack Time for New Business Developments; May 26, 1921; page 154.

Crowding Successful Sales Methods on the Dealer; April 7, 1921; page 36.

How Sherwin-Williams Reduces Dealer Mortality; March 17, 1921; page 61.

How Victor Educates the Retailer to Sell Red Seal Records; March 31, 1921; page 3.

How Gossard Is Making Better Retail Saleswomen; March 3, 1921; page 61.

How to Combat "Own Goods" Bonus in Chain Stores; February 24, 1921; page 3.

How Selfridge Trains Salesfolk; February 17, 1921; page 116.

How Educational Advertising Sells Foot Appliances; January 20, 1921; page 57.

How to Rouse the Indifferent Retail Clerk; January 13, 1921; page 61.

Interesting the Salesman in His Job; January 13, 1921; page 53.

To Get a Message to the Dealer's Salesmen; October 28, 1920; page 50.

Solving the Problem of Keeping a Vast Sales Force Happy; October 28, 1920; page 134.

Multiplying the Uses of a One-Purpose Article; August 26, 1920; page 12.

Selling Your Goods to the Retail Clerk; July 1, 1920; page 130.

A Clerk Tells Why Some Advertising Campaigns Fail; December 4, 1919; page 73.

Remember the Clerks' Troubles Before Turning on the "Uplift"; July 17, 1919; page 47.

What Manufacturers Can Do to Develop Clerk Interest in Their Products; July 10, 1919; page 85.

Checking Up Clerks' Sales in Prize Contests; March 20, 1919; page 48.

Shift of Workers to War Work Helped Foot-Specialty Advertiser; November 14, 1918; page 110.

How Can I Tell My Story to the Retail Clerk?; March 7, 1918; page 68.

Getting the Dealer Enthused over the Clerk Manual; August 30, 1917; page 97.

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RESULTS

—in your office, with your stenographers, doing your kind of work; practical month-in-and-month-out results, under all extremes of working pressure.

The reputation of the Royal is built on results of this kind. The claim of its superiority is based on them—more letters and records typed per day, clean impressions even after long usage, lower office overhead, fewer mistakes, and greater volume.

Whether you are in the lumber business or making motor cars, whether your profession is medicine, law or architecture, whatever you are engaged in, the Royal offers you something definite, tangible, *provable*—the finest possible typing at the lowest possible cost over the longest possible period of time.

ROYAL TYPEWRITER CO., INC.

Royal Typewriter Building, 364-366 Broadway, New York
 Branches and Agencies the World Over

"Compare the Work"

ROYAL
 Trade Mark
TYPEWRITERS

PARCEL POST

pack securely

address clearly

insure fully

Policy No. Db 13673-18
Insurance Company of North America
PHILADELPHIA

In consideration of the premium hereafter named, and other conditions stipulated in the policy from which this certificate has been detached, here-
by insures the property con-
tained in the package or de-
scribed package, with
losses, with
in mailed
including
provided
able to As-
and policy.

PACK your Parcel Post Shipments securely—for protection. Mark clearly—for delivery. In-
sure fully—against loss by accident, breakage, theft and risks of transportation.

Tear out a coupon from a North America Coupon Book. Enclose with your package. Entry on stub is your shipping record. Claims settled promptly.

**Insurance Company of
North America
PHILADELPHIA**

"The Oldest American Fire and Marine Insurance Company"

MAKING SHIPPING SAFE FOR SHIPPERS

Insurance Company of North America,
Third & Walnut Sts., Philadelphia. Dept. W1.

Name.....

City.....

State.....

Wants information on Parcel Post Insurance

Founded
1792



Pin this cou-
pon to your
letterhead

A Look at Some Phases of the Clerk's Job; August 2, 1917; page 73.

Focussing on the Retail Clerk; March 22, 1917; page 127.

Cultivate the Clerk to Get Good Showing for Your Goods; March 1, 1917; page 37.

Teaching Clerks to Sell a Semi-Technical Product; December 28, 1916; page 61.

What Advertisers Are Doing This Fall to Educate Dealers' Clerks; November 2, 1916; page 95.

How Atkins Directs the Energy of Retail Salesmen; October 5, 1916; page 17.

Getting the Clerk's Co-operation; August 24, 1916; page 96.

Winning the Clerk by Catching His Viewpoint; August 17, 1916; page 76.

How Garland Stove Co. Makes Salesmen Out of Clerks; October 14, 1915; page 54.

The Dealer's Viewpoint in Educating Clerks; September 9, 1915; page 46.

Seven Methods of Getting Department Store Clerks to Push Brands; August 12, 1915; page 26.

How Department Stores Are Training Their Clerks in Salesmanship; August 5, 1915; page 33.

How Rexall Increases Selling Power of Retailers' Clerks; June 10, 1915; page 3.

Making the Clerk Work for Your Brand; October 22, 1914; page 42.

How Printz-Biederman Teaches Salesmanship to Dealers' Clerks; October 1, 1914; page 3.

Ways of Educating Clerks; September 3, 1914; page 60.

Department of Agriculture Advertises Meat

As an aid to the livestock industry, which has been feeling the effects of decreasing meat consumption, the Department of Agriculture, having proclaimed meat eating as healthful, followed up its campaign with a four-color poster displaying a well-garnished roast in natural colors. Over the name of the Department of Agriculture the poster says:

"Meat is wholesome. For health and vigor eat well-balanced meals. Use a variety of kinds and cuts of meat."

The poster will be distributed through various organizations for nation-wide display. In announcing it the department said:

"Meat is the cornerstone of the diet in our Western civilization. Its economic importance in agriculture and industry is not less than its nutritional value. Meat, fish, poultry, cheese, milk and eggs are the foods that insure the human body the protein necessary for tissue building purposes. The greatest of these is meat."

Joins S. D. Warren Company

E. J. Johnson, formerly with the Derby Brown Company, advertising agency, Boston, has joined the advertising department of the S. D. Warren Company, paper manufacturer, Boston.



A HIT!

IS WHAT ADVERTISING FILMS MUST MAKE IN ORDER TO CIRCLE 'ROUND THE COUNTRY AND BRING HOME RESULTS

FOR YEARS WE HAVE SPECIALIZED IN BOTH THE RIGHT KIND OF PICTURES AND THE RIGHT KIND OF DISTRIBUTION

BOSWORTH, DE FRENES & FELTON

WILKES-BARRE, PA.

Canadian Made Paper Boxes for Canadian Trade

—factory capacity and equipment to handle the biggest orders promptly.

—system and service to handle small orders satisfactorily.

RUDD PAPER BOX COMPANY, Limited

W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

CROSS-COUNTRY ADVERTISING

There are New York theatrical papers, Chicago theatrical papers, West Coast theatrical papers.

Each serves its particular community—but very little more.

There is only one Cross-Country theatrical paper, and that is

THE BILLBOARD

AMERICA'S **WEEKLY** THEATRICAL
FOREMOST DIGEST AND
REVIEW OF THE SHOW WORLD

1493 Broadway
NEW YORK
Bryant 8470

35 So. Dearborn
CHICAGO
Central 8480

JIM SMITH

Usually paves the pay for a number of substantial advertising contracts, by attending Trade and Industrial Conventions and Exhibitions.

Frequently, Jim actually closes an advertising contract, while at a Convention or Exhibition.

Jim's method of selling advertising at Conventions and Exhibitions would be a mighty good plan for your salesmen to adopt.

WORLD CONVENTION DATES

Will give you the meeting place, dates, Secretary's address, and attendance for the Conventions and Exhibitions that your salesmen should attend.

Published Monthly

Yearly Rate \$15.00

(Descriptive leaflet No. 5 upon request)

HENDRICKSON PUBLISHING CO. Inc.
1402 Broadway, New York City

The Potential Advertisers of 1923

(Continued from page 10)

tion in selling costs. They have got to reduce selling costs to meet competition. They are being made to see that advertising is an essential part of a thorough selling policy, so they are coming to advertising by that route, and I think many of them will come to it before the new year is three months old. They will mean an increase in the number of new advertisers. I think there will be an even greater increase in the number of sectional advertisers than in the number of national advertisers. Many manufacturers are watching freight rates closely in this connection."

Many agents in their efforts to develop new business are securing information from all possible sources on the relative per capita consumption in America of many products as compared with other countries. Food products are coming in for a full share of attention in this respect. Basing prospects on consumption figures and assuming that producers of products now under-consumed are logical advertisers seems a growing tendency. I asked one New England agent what specific industry he was checking. "Fish for example," he answered. "The Government showed the possibilities of fish as a food when meat was scarce during the war. The public has never been fully educated to it. For years this food was sold without any trade-mark or guarantee of quality. Like so many other businesses the great fish industry followed the lines of least resistance. Improvements were mainly confined to the production end, but the problem of the industry is primarily one of distribution and advertising. The new development of filleting makes haddock and halibut, trade-marked and iced, possible to sell through the grocery stores from Denver to the Atlantic Coast. Here is a new production idea that made greater advertising possible. Three

The Globe.

TORONTO

Member Audit Bureau of Circulations

announces
the appointment of

Lorenzen & Thompson, Inc.

*New York, Chicago, Detroit,
St. Louis, San Francisco
Los Angeles*

as Special Representatives
in U.S.A.

as from January 1st
1923

Net paid Circulation over 100,000 Daily



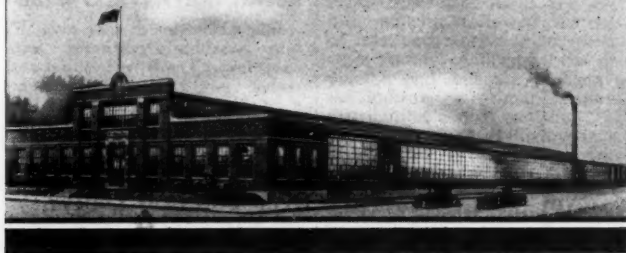
Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

OUR Daylight Plant equipped with all modern facilities, including Web and Perfecting Presses, complete Pamphlet and Case Binding Machines, a large battery of Linotype and Monotype Machines, with Unexcelled Shipping Facilities, make us a logical consideration when you are in the market. We maintain no selling organization but a competent and practical representative will call at your request.

It will pay you to get in touch with us before closing any large contracts for Printing, Binding or Bronzing.

The most completely equipped Daylight plant for large edition printing and binding.

MUSIC TYPOGRAPHY IN ALL
ITS BRANCHES



main wholesalers are now producing this trade-marked fish. Two now are using trade journals to reach grocers. All three of them should probably become consumer advertisers also during 1923.

"Then there are the great Gloucester fish people. A tremendous industry. Well, for the first time in 300 years they have been investigating the distribution end and finding out what the housewife really wants to eat. This will in all probability develop a new co-operative advertising campaign on salt fish. The farmers are wide awake up here on the possibilities of advertising. There will be something doing this next year in the maple syrup business. Vermont has an association; so has New York. They need standard grading and advertising. You'll see them come along soon. New England apples will be advertised some day. They have a big local reputation. They will eventually go out to broaden their market.

WHAT ABOUT FIREARMS?

"There might well also be a co-operative campaign to tell about the legitimate uses of firearms. Half of the country's population lives on farms. This year in forty-one States a statute is to be placed before legislatures. The industry as a whole has some real facts to present. Like so many other industries threatened with adverse legislation it should take the public into its confidence."

Along the same line as this agent's last statement was one by an agent long identified with the advertising of railroads, first as a railroad executive and later as an agent. "Misunderstandings to clear up—they should produce some advertising in 1923. If they don't the misunderstandings will stick and cause trouble. The difference between profits from stock manipulation and real operating profits, some educational work on personnel and capital—the railroads need advertising now, more than they ever did. Ex-Governor Cornwell gave them the right advice at their recent

The Atlanta Journal

Atlanta, Ga.

Over a Million Lines a Month

During 1922 carefully sifted advertising in The Atlanta Journal totaled over 12,000,000 lines.

Advertising in The Journal
Sells the Goods

WANTED Full-Fledged Advertising Man

with leaning toward textile field

An Eastern agency has an opening for a man with a broad merchandising background who is enough of a writer to be able to write some copy when he has to; and who knows a good-looking layout when he sees it.

Some samples of printed work will help the impression.

Address "L. B.," Box 221, care of Printers' Ink.

WANTED— \$5,000 Worth of Brains

A trade magazine of international distinction in a major field requires at once a man of large ability and conspicuous merchandising sense as Sales Promotion Manager, Expert Copy Writer and Associate Editor.

This man must be full baked in experience, have a thorough understanding of merchandising processes, be able to sense and develop the sales possibilities of a manufacturer's product, be able to write copy that will sell this product to the retailer, also the magazine to the manufacturer, and be able to express himself forcefully, clearly and convincingly along these lines.

He must have imagination, be resourceful, be able to devise original, he-man selling plans and have large enthusiasm and energy.

He should have a knowledge of layout and as associate to a nationally famous editor must be able to write good articles on merchandising and collateral lines.

He must be able to show past evidence of performances along the lines stated.

To the man who can supply these qualifications we will pay \$5,000 a year. In answering this advertisement please furnish full particulars about yourself. The man we want must be prepared to live in New York City.

Address in full confidence
"J. W.," Box 217, Printers' Ink.

meeting of executives. It sounds like an exaggeration, but I would be willing to argue that the very future of railroading in this country under private ownership depends upon how soon and how well the large body of railroad executives take the public into their confidence—and they had better start quick."

The vice-president of one of the smaller agencies, a man who has in the last three years built a reputation for developing new accounts, talked about his methods. He is strong for the plan of digging out concerns which have built a local reputation and are feeling their wings for a flight afield. He talked about the violins of Cremona in modern terms of cigars and shoes. "How am I planning to get new accounts? The woods are full of them. I try to watch internal conditions in several industries, then I use the trade papers, local advertising mediums and town gossip. I'll show you what I mean. The General Cigar Company started aggressive advertising to nationalize its brands. When I heard about the stir this company's modern and aggressive methods were causing in the trade I got busy with trade papers, talks with cigar dealers, and salesmen, jobbers and everybody I thought could help me. I made calls on a large number of independent manufacturers. There is a big concern out at ——— (naming a town about eighteen miles from his city). Everybody in the locality swears this concern makes the best cigars for the money in the world. It checked on all my counts. It used space in the papers in its own field; that showed pride and good business sense. It used local newspaper space, it had a good name in the trade and a fine sale near home. Its credit was excellent.

"The owners were alive to the fact they ought to broaden their sales and reputation. The home market was being invaded; sales were spotty. They talked sales in their relation to advertising. This concern will be a big advertiser in 1923. If we didn't have a rule



MANY western men still wear Buffalo skin great coats, but where Bison once freely roamed there now browse great herds of thoroughbred cattle.

And Portland with its population of more than 300,000 people has come to be the Far West's largest livestock market and packing center.

Share in the millions of dollars this industry alone pours each year into trade channels. Write today for data—and advertise in the



Oregon Journal
PORTLAND, OREGON.

Eastern and Coast Representatives:

BENJAMIN & KENTNOR
900 Mollers Bldg., Chicago
222 Fifth Ave., New York

M. C. MOGENSEN & CO.
Examiner Bldg., San Francisco
Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle, Wash.



OREGON'S
Largest Afternoon Newspaper

Facts About the Gas Industry

By Floyd W. Parsons

Editorial Director Gas Age-Record



Just as human life depends on a sufficiency of water and food, so our industrial life depends on adequate supplies of heat and power. Electricity is the ideal agent of power; gas, the ideal agent of heat.

The idea that we can heat the world with electricity is an exploded theory.

A price of one cent per kilowatt-hour for electric current is very low, and yet current at such a price, when used for heating, is equivalent to coal at \$40 a ton. It costs ten times as much to heat a house with electricity as with coal or wood, in nearly every part of the United States. It would require the consumption of 750,000,000 tons of coal to generate the electricity necessary to supply current for heating and cooking in the six million homes in this country now wired for electric lighting. To do this same work with gas would require only 62,000,000 tons of coal.

The burning of raw coal is a barbarous practice. We are rapidly approaching an end of the era of smoke. Soon we will be doing to every lump of coal what the meat packers are doing in their business—getting out everything but the squeal. Gas is the only logical substitute for coal, and for this

reason the manufacture of gas is destined to become the greatest business in America. The industry is a century old, and yet it is only in its infancy.

Nothing antedates gas, for before the earth cooled off and became a solid body, it was a whirling, formless mass of gas traveling swiftly through space. Practically the only thing in the world that can be burned is gas. Even in the case of coal, it is not the solid lump that burns, but rather the gas that is distilled off.

One thousand gas companies here in the United States now serve 47,000,000 people in 4600 communities. The capital invested in this great national enterprise totals approximately \$4,000,000,000, and yet the era of universal gas usage is just dawning.

In this whole heating problem there is one big thought for all of us to fix in our minds. We are in a day of great, centralized production. Henry Ford could never manufacture a thousand cars in a thousand cities and sell them profitably at present prices. It is far more economical to produce a given quantity of electricity in one big plant than in ten small ones. Likewise, we will come to see that it is much wiser, more convenient and less wasteful to produce gas in one great central station than to go along with the present ridiculous practice of having a small, inefficient, isolated gas plant in the cellar of each home.

For data on application of your products to this industry write

Robbins Publishing Company, Inc.

52 Vanderbilt Ave., New York

Chicago

Cleveland

Boston

San Francisco

Publishers of GAS AGE-RECORD

Gas Engineering and Appliance Catalog

Brown's Directory of Amer. Gas Companies,

not to take competing accounts I could have had three, after combing the field of logical prospects in that industry.

"What do I find good arguments to induce an established business, which has succeeded over a long period, to start advertising? That question reminds me that we advertising men are too apt to think of advertising as relating only to sales. We put all our argumentative eggs in one basket when, like the after-dinner speaker, we talk only of advertising as 'married' to sales. The Blank Shoe Company, for example, was satisfied with its sales. The owners had done very well, thank you, without any advertising for over thirty years. The concern fitted exactly my friend Ben Jefferson's definition of an establishment—but they had a real problem in production and labor, a lot of useless overhead because of too great variety—too big an investment in useless machinery and lasts.

"The owners started advertising so they could reduce this expense and give more steady employment by shortening their line. Advertising to the final buyer is an absolute essential when an old-established industry makes a drastic change of that kind, and that, not more immediate sales on the old line was this firm's motive.

OTHERS HAVE THE SAME PROBLEM

"I have five other prospects in other lines with that same problem to face, cutting down too great variety. It's going to develop some real business, this trend toward standardization. Hoover's department is helping the idea. It's going to be a fine thing for every new manufacturer who takes it up, a fine thing for the country and incidentally for the business of advertising which will play a big part in the movement. I am after some food accounts along slightly different lines of attack. We started an advertiser last year in a new line, a big concern that we induced to specialize on one of its small by-products. This concern's advertising stopped, due

to an internal battle with two bankers on the board on a question of finance, not sales or advertising. But the appearance of this copy had interested four other established companies which had the same product. One of them will advertise through us this year. Every time a concern starts advertising an orthopaedic shoe, a candle, a new kind of textile, a new style lamp, a new alloy in steel or what not, it interests every other industry in that field and they become prospects. I'm going after established industries out of the main centres with an idea for 1923, and it isn't always going to be a sales idea either."

WHERE A LARGE NUMBER OF PROSPECTS ARE TO BE FOUND

The number of potential advertisers is large among a class of manufacturers like that referred to by the young vice-president, namely, those who have gone along for years with very little advertising and have grown big without its comprehensive use. As he pointed out, there are many motives besides the desire for more immediate sales which induces them to start. A decision by such a manufacturer to use advertising in a comprehensive way is a most important thing for advertising, the president of a large agency pointed out. "A case in point," he said, "is that of such a concern as the Rollins Hosiery Mills of Des Moines. Starting business in 1901 with a volume of 84,000 units for the year, with a well-defined manufacturing practice producing a complete line of hosiery, silk, mercerized, cotton and wool for men, women and children, it increased its output year by year until the first year's volume was increased by more than 3,000 per cent. It sold its goods direct from the mills to retailers without the aid of jobbers, and eventually attained distribution through 15,000 retailers in forty-five States.

"The company was making money. It had never done any national advertising in the accepted sense of the term. The

There Is Room Here for an Able Man or Two

An unusual agency located in Philadelphia, working in a special field, wants to increase its selling contact staff. The company is little known. It does not enjoy notoriety. But the personnel is one that a thoughtful salesman of poise and plain merit could dwell on with ever-growing enthusiasm.

Our preference would probably be for men approaching middle life, particularly such as had spent their time at: First, merchandising; second, advertising; third, selling. There is plenty of time in which to reply. If you are at all interested, write. Appointments will be arranged with liberality. We believe in doing business that way.

"S.E.," Box 200, Printers' Ink

WANTED—A university graduate, age 26-30, trained in organic chemistry and of studious disposition, for business interviews with professional men, discussing somewhat technical pharmaceutical topics.

Applicant must reside in or about New York City, and be able to travel, visiting Eastern cities. Previous traveling experience is not required, but some business, teaching, or other executive experience is most desirable. The manufacturing house to be represented is one of high standing, established over thirty years. The work outlined is in the nature of a try-out, intended to lead to advancement with permanent connection, according to such abilities as may be evidenced.

Adequate initial salary.

Apply by letter only.

L. E. Collier

32 Morton Street, New York City

question had been under consideration for many years and was again brought to the fore in 1922. Until September 1, 1922, the corporate name of the company had been 'The Des Moines Hosiery Mills'; its trade-mark was 'Armor Plate Hosiery.' The name seemed to lack the personal appeal so effective in an article like hosiery. A change in name seemed a requisite if national advertising was to be started. The old name was established with the trade, there were thousands of pairs of Armor Plate Hosiery on dealers' shelves. No change could be made that would disturb these conditions or interfere with the policies on which rested the company's good-will.

But the name Rollins had been associated with the business from the start. So the change of name to Rollins Hosiery Mills and of the product to Rollins Armor Plate Hosiery, allowing the old trade-mark to stand, seemed logical. Then came a vigorous national distribution of localized advertising. The first obligation recognized by Rollins was to give a larger measure of aid to the 15,000 old dealers. I believe many manufacturers are tempted to play up too much to prospective customers to the neglect of the old customers who have helped build up the business. This was not done in this case.

"Secondly a survey of distribution revealed a big opportunity for more sales in the big cities, especially for the more expensive items. Advertising offered a means thus to serve two ends without the sacrifice of either. An appeal to big city markets could be equally effective for the smaller towns where the company had always made most of its sales. Having secured 15,000 dealers through good merchandise and good service, seeing the possibility for evening out sales by making more in the big cities, advertising in a national medium was begun, emphasizing style and economy with spreads and full pages in the trade papers and space in newspapers.

"This company, then, is a good example of the source from which

AN APPRECIATION

On and after January 1, 1923, the ST. LOUIS POST-DISPATCH will manage and directly control through its own established offices all National Advertising. Our relations and representation will therefore cease, ending December 31, 1922.

During the period of twenty-six years as exclusive representatives in the National Advertising Field, we have seen the POST-DISPATCH grow to gigantic proportions in both circulation and advertising. Today it is supreme in its field as a newspaper and as an advertising medium. The incontrovertible fact is that in National Advertising in our representation for more than a quarter of a century the record reflects marked advancement from a comparatively insignificant sum annually to a magnificent amount considerably in excess of a Million Dollars. In National Advertising alone the year 1922 has reached a high-water mark—greatest in its history and far beyond even the extraordinary achievement of 1921.

We feel commendable pride that our organization contributed to such a splendid accomplishment and we are extremely pleased to share honors with those who have had to do with making this great newspaper the recognized advertising success that it is today.

We are grateful to the POST-DISPATCH for the most cordial relations enduring for almost a generation and are equally thankful to advertisers and advertising agents for their generous support and consideration.

This record registers with singular precision the wonderful progress of the POST-DISPATCH and we bespeak even a brighter promise for the future, of a newspaper built upon principles, forming a foundation solid as a rock.

THE S. C. BECKWITH SPECIAL AGENCY

J. T. BECKWITH,

President



ANSWERS TO 50,000 QUESTIONS

that come up every day in the newspaper and advertising business
can be found *only* in

Editor & Publisher International Year Book Number

"It's as Necessary as Ink"

Contents Include:

—Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of the daily newspapers of the United States, totalling more than 20,000 names with titles.

—Circulations and advertising rates of daily newspapers of United States.

—Names of publishers, editors, managing editors, city editors, general managers, business managers, advertising managers, circulation managers, mechanical superintendents of daily newspapers of Canada, totalling more than 1,000 names with titles.

—Circulations and advertising rates of daily newspapers of Canada.

—Literary market of America, including names of purchasing editors and their wants.

—Directory of newspapers of United States and Canada which issue gravure sections.

—Directory of leading advertising agencies of the world.

—Complete list of newspapers of England, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Ireland, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Scotland, with advertising rates, subscription prices and page sizes.

—Complete list of newspapers of Wales, with advertising rates, subscription prices.

—Complete list of schools of journalism in United States.

—Personnel of Press Gallery at League of Nations.

—Personnel of Press Gallery of United States Senate.

—Personnel of Press Gallery of Parliament, Canada.

—Complete list of merchandising papers issued by daily newspapers of United States and Canada, with names of editors.

This is only a partial list of the indexed contents. You will also find the things you want to know about the newspaper and advertising business of France, Mexico, Cuba, Japan and other countries.

EDITOR & PUBLISHER is the dominant journal of the newspaper publishing world. The annual subscription (52 issues) is \$4.00 in the United States; \$4.50 in Canada; \$5.00 in foreign countries.

THE INTERNATIONAL YEAR BOOK NUMBER is issued every January and the paper-bound edition goes to all subscribers. Extra copies bound in cloth are on sale at leading newsstands and direct at \$2.00 the copy. Forms close January 16th. On sale January 27th.

Be sure of your copy of this important reference book for 1923 by filing coupon and mailing it with your check today.

EDITOR & PUBLISHER,
1117 World Building,
New York, N. Y., U. S. A.

Enclosed find my check or money order for \$4.00 (\$4.50 Canada; \$5.00 foreign) in payment for one annual subscription of EDITOR & PUBLISHER, to include a paper-bound copy of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER; or \$2.00 for one cloth-bound copy of the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER.

Name

Address

so many new advertising accounts are to be expected—an established, successful business built up without much advertising, which comes to a point in its growth where advertising is recognized as a fine form of business insurance for dealers as well as the manufacturer. The buying mind craves to be informed of worthy merchandise."

Many other concerns are in the same position as the Rollins Hosiery Mills. Many of them come to advertising when it is pointed out to them that people like to deal with and talk about a person. They cannot talk about a great impersonal corporation. The name and personality of Wrigley is a business building and insurance asset which a company with a name like "The North American Chewing Gum Company, Inc.," lacks entirely.

A SUGGESTION FROM PHILADELPHIA

A Philadelphia agent suggests as a lead for new advertising: "Why not woolen piece goods? There seem to be standards in muslins, linens, ginghams and the like but, outside of one or two exceptions, the manufacturer is lost sight of in selection by the buyer of high-priced woolen fabric. The transaction in this important part of clothing is too much of a gamble. We are told in advance that certain overcoatings are not going to wear well, but how in the world, as buyers, are we going to know a good article in this field before we spend our money, unless the manufacturers tell us about what they make? At the present prices it seems to me the whole country would be interested in knowing something about what they are buying in this field."

A St. Louis agent suggests that the greatest source of advertising increase might well be expected to come from the greatest public need—homes. "Every big city," he says, "needs additional housing facilities. Logically, therefore, advertising of roofing, sanitary plumbing, hardware and the thousand and one items that go to make a home should prove the

MAKE YOUR MERCHANDISE MOVE



EVERSHARP
and
WAHL PEN

**The Perfect
Gift**

**The Perfect
Premium**

Builds Stimulates
Good Will Sales

THE WAHL COMPANY
1805 Roscoe St., Chicago

Wanted:

BIG SALES RESPONSIBILITIES

The Sales Manager for one of the largest and most productive branches of the largest manufacturer in its line in the country will shortly be open for a change.

This man's executive experience during the past sixteen years has been with two corporations, whose reputations are known for their intensive and progressive sales and advertising programs.

He has earned \$10,000 a year and can furnish the best of references from his present and previous executives. He has a family, enjoys the best of health, and can prove his ability as a business organizer and producer. Address "M. C.," Box 222, care of Printers' Ink.

Is This Your Chance?

We want an advertising manager of *proven ability, guaranteed honesty and tireless energy.*

To such a man we offer a partnership worth \$20,000 per annum.

No interviews without appointment. Give full particulars in your first letter, which will be treated as strictly confidential and destroyed—not filed—if no appointment is made. Address "H. T.," Box 216, care of PRINTERS' INK.

EVENING HERALD

LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.

Government statement for six
months ended September 31, 1922

average **145,953** daily

Representatives:

New York:
H. W. Moloney
604 Times Bldg.

Chicago:
G. Logan Payne Co.
Suite 401, Tower Bldg.
6 No. Michigan Ave.

Lettering Device

saves time for artists and makes it possible for laymen to do perfect Hand Lettering. (The above headline was lettered by a novice without training or ability.)

The Vizagraph is not a rubber stamp, stencil or photographic process but a new device that does beautiful hand lettering in many styles and sizes.

The Vizagraph is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers for making layouts and dummies, and doing rough and finished lettering.

The cost is moderate and it quickly pays for itself in time saved and in improved work. Send for illustrated descriptive literature and samples of Vizagraph work.

VIZAGRAPH CO., 949 Broadway, New York City

greatest possibility for the advertising of 1923."

A Cleveland agent considers the advertising of an important class in its relation to general prosperity. He says "One of the factors which is apt to end our present period of prosperity is the steadily rising cost of unskilled labor brought about by restricted immigration. This is a problem which will affect every manufacturer in time. Every time, therefore, that a manufacturer sells an item of labor-saving equipment, particularly of the type that reduces or replaces unskilled labor, he is actually performing a service to all business by postponing the day of an acute shortage of labor with its consequent prohibitively higher cost of manufacture. This situation should lead to some interesting advertising campaigns on the part of the makers of labor-saving equipment."

A Pittsburgh agent, looking at his nearby potential market, says he cannot think of an industry which does not offer advertising possibilities that are "fairly staggering. Our potential purchasing power," he says, "and the ability to discriminate in purchases which came to the masses in 1919-1920, our manufacturing capacity far in excess of our normal needs, all presuppose increasing markets helped greatly by advertising. Concretely there are potential advertisers all around me and every other agent. I see no good reason why fabricated steel should not be used for the framework of small houses just as it now is for large buildings. Sooner or later, perhaps this year, some steel company will conduct a campaign along this or similar lines to develop new uses for this very old product—steel."

Several other agents told me of more business booked for the first three months of 1923 than ever before in their history. Three others suggested that a careful study of the new tariff schedules with particular attention to those lines where tariff rates have been jumped would develop many new advertisers. Two agents interested in bank advertising suggest big

Announcement of
PRIZE WINNERS
in the Competition
for Cloister
CLOCK CASE DESIGNS

Interest in the field of clock case design, which has been almost entirely dormant for generations has been awakened to an unusual and gratifying extent by the competition instituted in September, 1922, by the Cloister Clock Corporation. From all parts of the country and from Canada came designs revealing originality of thought and skill in execution.

After careful consideration, the jury of award, consisting of Mr. Richard F. Bach, Associate in Industrial Art,

Metropolitan Museum of Art, New York; Mr. Charles Dana Gibson, New York; Mr. Albert M. Kohn, of the firm of Theodore A. Kohn & Son, Jewelers, 321 Fifth Avenue, New York; Mr. C. Matlack Price, Editor and Art Critic, New York, and Mr. Russell F. Whitehead, Secretary of the Architectural League, New York; made the following selection of prize winners, basing their judgment on beauty, originality and practicality of the design, considered as a clock:

CLASS A

First prize, \$250.00—E. STEWSON CRAWFORD, The Enclosure, Nutley, N. J.

Second prize, \$100.00—GEORGE P. PARKER, 350 High St., Newburyport, Mass.

Third prize, \$50.00—HENRY A. GOLDSMITH, 715 Fifth Avenue, New York City.

Honorable Mentions

H. P. Koeppe, 2222 Fairmount Ave., Fort Worth, Texas.

Marie Derge, 2314 Elma St., Berkeley, Cal.

Herman A. L. Bohlen, 128 East 37th St., New York City.

CLASS B

First Prize, \$250.00—FRED A. VUILLEMINOT, 1627 Ontario St., Toledo, O.

Second prize, \$100.00—G. ALLESSANDRINI, 904 Bates St., Grand Rapids, Mich.

Third prize, \$50.00—RICHARD MUELLER, 800 East 173d St., New York City.

Honorable Mentions

Frederick L. Gerhold, 2360 Auburn Ave., Mt. Auburn, Cincinnati, O.

A. Reimherr, 159 Charles St., Bridgeport, Conn.

Henry A. Goldsmith, 715 Fifth Avenue, New York City.

CLASS C

First prize, \$250.00—RUTH KOCH GERTE, 1200 Second Ave., S., Minneapolis, Minn.

Second prize, \$100.00.—RUTH KOCH GERTE, 1200 Second Ave., S., Minneapolis, Minn.

Third prize, \$50.00—GEORGE LLOYD BARNUM, 4637 West End Ave., Chicago, Ill.

Honorable Mentions

B. Cowles Potter, 95 Hillendale St., Rochester, N. Y.

Edwin Dickman, Y. M. C. A., Riverside, Cal.

Frederick L. Gerhold, 2360 Auburn Ave., Mt. Auburn, Cincinnati, O.

Cloister Clocks embody features of construction and control which we believe will revolutionize the clock industry. Their practical efficiency has been thoroughly tested and proved. The new and beautiful casings, to satisfy every taste and preference, will be ready soon. In artistic merit, as well as in scientific and mechanical excellence, Cloister Clocks will satisfy the most exacting requirements.

THE CLOISTER CLOCK CORPORATION, Buffalo, N. Y.



So this is a visualizer!

I MAKE rough visualizations or layouts which forcefully interpret ideas. I create advertising ideas, or develop yours, in rough sketch form, reflecting unusual style, originality and selling appeal. Many large national advertisers have used my services for developing a Complete Advertising Campaign, a Booklet, a Catalog, or even a Trademark—and at terms that were always pleasant.

If you like, I can advise you on the purchase of finished drawings, copy, engravings, and can supervise the printing—often at a substantial saving in cost.

Send for "Treating 'em Rough" which gives a rather rough idea of how I may serve you. Or better still, ask me to call.

DAVID B. HILLS

Advertising Visualization

Suite 2403, Grand Central Terminal
New York City - Tel. Vanderbilt 8673

BIG OPPORTUNITY For Two Big Men

A GENERAL magazine of many years standing, with a national circulation and almost unlimited possibilities for development, needs an Advertising Manager who can invest \$5,000 to \$10,000 and a Circulation Manager who can invest a like amount.

This is the Big Opportunity for the right men.

Address "G. S.," Box 215, P. I.



**This emblem is
your Protection**

Buy your Advertising
Calendars, Signs and
Specialties from Association Members.
Consult the Products Information Department
ADVERTISING SPECIALTY ASSOCIATION
208 South La Salle Street, Chicago

developments in this direction, both in more and better bank advertising, and in the banker's attitude toward the advertising of his manufacturer customers.

So it looks as if there were plenty of potential new advertisers. This year, perhaps more than any other year for some time back, offers ample room for new business to the men who will go after it. "If," as one agent says, "Europe doesn't throw a monkey wrench into the machinery, this will be advertising's biggest year." "It seems to me," says another, "that the force of advertising is to sales and good-will what electricity is to production. If you ask me where the users of electricity of this next year are to come from I would say they are to come from every firm, institution and individual with work of any kind to be done. Next year's advertising will come from every big and little firm with a product of which it is proud, every man with a good product of local reputation who wants to expand his reputation and his sales."

So, as these three hundred and sixty-five new periods of opportunity face every man who sells, uses, or depends on advertising in any way, it looks as if they would be filled with activity and big developments. The more activity the more developments.

An Improvement in Church Advertising Predicted

An improvement in the quality and quantity of church advertising is predicted by the *Christian Advocate*, New York City.

"Church advertising is still in its infancy," it says. "The theatrical syndicates have pointed the way and we ought to do better with a better business to advertise."

It calls attention to an advertising plan which suits a suburban or small city, adopted at Wilmette, Ill., where seven churches, Methodist, Episcopal, Baptist, Congregational, Lutheran, English Lutheran and Presbyterian, have a Church Union, which has a publicity and advertising department.

Max A. Berns has been elected a member of the board of directors of the Engineering Advertisers' Association, Chicago. Mr. Berns is publicity manager of the Universal Portland Cement Company.



Richard Croker once said:
 "This is a great country for
 women and cats."

True—a high percentage of our women subscribers live in the better homes, wear the better clothes, and own and drive the better cars.

But many of them manage their own businesses—administer their own fortunes—or are the valued helpmates of successful men of affairs. This responsive audience can be reached at slight cost through *The Citizen*.

*For information about rates and space Address:
 Advertising Manager*

The WOMAN CITIZEN

171 Madison Avenue, New York

Population 67,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

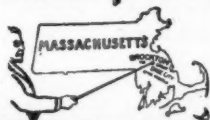
Brockton Daily Enterprise

Printing 22,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
 Lumsden Bldg.

MONTREAL
 275 Craig St. - W.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, JANUARY 4, 1923

The Advertising Opportunity for Buck- Grabbing

Recently an article in PRINTERS' INK told how the Manhattan Electrical Supply Company took on itself the job of stabilizing the juvenile radio-industry during its present hobble-dehoy days. The industry is expanding so rapidly that it has been suffering from growing pains. Many irresponsible and inexperienced persons have been attracted to the business. Some bad sets have been manufactured. People who knew nothing about the technical side of the subject have attempted to assemble their own sets. The results have often been anything but satisfactory. In some quarters the industry had received a black eye.

In a ten-day intensive advertising drive, the Manhattan Electrical Supply Company attempted to set the public right with regard to

this business. It said that radio is here to stay. It told people where and how to buy.

Now the significant thing about this campaign is that the Manhattan Electrical Supply Company is a wholesaler of all sorts of electrical appliances. Presumably radio appliances are not a vital portion of its sales. In coming to the rescue of the radio business it took on its shoulders a burden that it did not have to assume. In other words, this company grabbed the buck which other factors in the industry were quite willing to pass.

There is always an excellent opportunity in advertising for the buck grabber. It is an old saying that responsibility gravitates toward him who is willing to assume it. This is certainly true in advertising. By grabbing the buck, dozens of advertisers have not only greatly helped their industries, but also have directly profited themselves. The American Laundry Machine Company grabbed the buck when it started to advertise the efficiency of the modern laundry. Strong, Hewat & Company grabbed the buck when they inaugurated their campaign in behalf of pure wool. The Seng Company, a manufacturer of only small metal parts for wooden beds, grabbed the buck when it took upon itself two or three years ago to advertise the advantages of wooden beds. We imagine there must be some buck-grabbing in the unsigned copy of the Tubular Rivet & Stud Company, of Boston, to popularize again shoe lacing hooks.

Many large manufacturers do not advertise, because they complain that their advertising would be of too much benefit to their competitors. Their copy, they say, would assume an educational burden which the whole industry should bear. In other words, these concerns are afraid to grab the buck. And yet in nearly every case where a far-sighted manufacturer did see the need for educational advertising in his industry and seized the opportunity regardless of what his competitors were

doing, he has won the position of unquestioned leadership in that line. William Wrigley, the Victor Talking Machine Company, Eastman Kodak Company, International Harvester Company, National Lead Company, Fleischmann Company and other outstandingly successful advertisers all have been buck grabbers. In most cases it was buck-grabbing that launched them originally in the right direction.

Defective Merchandise Hurts Advertising

In his annual report, E. G. Dezell, general manager of the California Fruit Growers Exchange, tells of the effect of the heavy frost which visited California last January on the marketing of the orange crop. It seems that the oranges shipped through the Exchange amounted to only 53 per cent of the shipments of the previous season, but yet the proceeds of this short crop were 90 per cent of what they were the year before. Financially, therefore, the industry scarcely felt the effect of the freeze at all.

In 1913, the year of the last great frost previous to 1922, the Exchange did not fare so well. At that time badly frozen fruit was rushed to market, with the result that both dealers and consumers were dissatisfied. This dissatisfaction demoralized the market and instead of reaping the price advantages on a short crop, the industry reaped nothing but undesirable publicity.

The opposite policy was followed this last year. Only merchantable fruit was shipped. Every precaution was taken to guard against packing any frozen oranges. The most rigid standards were strictly observed. As a result the Sunkist brand maintained its high reputation and the fruit easily commanded a price which largely made up for the short crop.

There is no question as to the soundness of that policy. The farmer, particularly through his marketing associations, is becoming a successful advertiser because

he has learned the value of grading and of keeping his packs up to the required standards. It took the farmer a long time to learn that fundamental lesson, but now that he has learned it he will go far in the advertising world.

It goes without saying that a product cannot well be advertised unless it possesses a fairly uniform quality. That is incontrovertible, and yet at times it is one of the basic truths of advertising that seems to be overlooked. Before the holidays, a New York business man bought three well-advertised products in three different stores. When he got his purchases home, it was discovered that each of the products was defective. He had no trouble in getting the stores to rectify the mistakes, but still he was caused much needless trouble. The point is that these defective goods never should have gone out. Adequate inspection at the factory would have revealed these defects.

If this incident were an isolated one, it would not be significant. Unfortunately, though, many manufacturers are not so careful about the inspection of their products as they should be. The result is that a stream of defective merchandise is constantly percolating through the channels of distribution. This hurts a manufacturer's reputation. It handicaps his advertising. But it is a condition that can be easily remedied.

Advertising and Business Cycles

Wesley C. Mitchell, professor of economics at Columbia University, in an address before the recent annual meeting of the American Society of Mechanical Engineers, made some interesting observations on the subject of business cycles. Professor Mitchell is generally acknowledged to be one of the world's leading authorities on this question.

Two or three statements stand out in his address. He said that we now know enough about the causes and behavior of these cycles to conclude that they can be controlled to a certain extent.

As means of control Professor Mitchell suggested "the systematic scheduling of business operations with reference to anticipated changes in demand, the long-range planning of construction work, the launching of new products and increase of advertising when business is dull, more circumspect granting of credit in periods of activity, the improvement and wider use of business barometers," etc.

Professor Mitchell said that business cycles appear to be growing shorter. In other words, while our periods of prosperity are not so extended as they used to be, at the same time it does not take us so long to recover from our periods of depression.

The professor also intimated that the nearer the business is to the consumer the less subject it is to the influence of business cycles. That is probably the most significant statement of all. It is, of course, true that no business can go through a depression without being at least slightly influenced by it. It is a well-known fact, though, proved beyond doubt during the depression of 1921, that strong and consistent advertisers get through panics with a minimum loss of business. That was the experience of many advertisers two years ago. In fact in numerous cases advertisers make their greatest headway during periods of business depression. They find it easier to forge ahead because of the inactivity of competitors. Professor Mitchell said that during business depressions our "national income is diminished in extreme cases perhaps by 10 per cent." Just think, only 10 per cent! That means the country still has 90 per cent of its usual income, even during severe depressions. It is no wonder that astute manufacturers who persist in their advertising programmes despite so-called panics, find it comparatively easy to get business then.

It is for this reason that Big Business is constantly trying to get its enterprises closer to the consumer. Panics are largely

caused by the same condition that causes fever in persons—congestion. When business is congested and over-extended and avenues of distribution are clogged, a depression usually results. The well-advertised product, however, is not so likely to get in this jam. The advertising maintains a moderately uniform demand for it and this keeps the product moving evenly through the hands of distributing factors. Another thing: the advertised business is likely to be simple. This makes for freedom of movement during congested market conditions.

Trick Phrases Many a full-page advertisement has missed fire because a copy writer has tried to fill it with a twenty-one-line idea. Many a sales letter has gone astray because the writer has expanded two pertinent paragraphs into two full pages.

A purchasing agent, writing to PRINTERS' INK, said recently that one of the chief reasons why some sales letters find their way to his waste-basket is that they are "long-drawn-out affairs with a lot of trick phrases and few facts."

The advertiser with a big story to tell makes a serious error when he tries to tell it all at once. On the other hand he is just as foolish to try to spin his two-paragraph ideas into full-page advertisements and three-page sales letters. His salesmen are equally wrong if they spend an hour of their selling time on brilliant generalities when they could get far better results with five minutes of real effort.

With the wealth of full-page ideas that lie about waiting to be utilized, an advertiser has no excuse if he bores his readers with advertisements, letters and booklets that are characterized chiefly by "trick phrases and few facts."

H. Beldeu Joseph has returned to the national sales department of the Thos. Cusack Company, outdoor advertising, New York, which he left several months ago to become sales manager of Strauss & Company, Inc., sign makers.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

110 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and

Piedmont Cigarettes)

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

Selling Made Easier

LIGHTING Helps in SELLING



Make Selling Easier by Having the Right Kind of Light

How often it happens that when you are shopping, you notice a store where the sales are better than elsewhere. The reason is that the sales are better where the lighting is better. Customers are attracted to the store. Customers are not only attracted to the store, but they also stay longer. They are more comfortable, and they are more likely to buy. Good lighting is not only a help in selling, but it is also a help in saving. It saves money by reducing the cost of electricity. It saves money by reducing the cost of maintenance. It saves money by reducing the cost of replacement. Good lighting is not only a help in selling, but it is also a help in saving. It saves money by reducing the cost of electricity. It saves money by reducing the cost of maintenance. It saves money by reducing the cost of replacement.

NATIONAL MAZDA LAMPS

Significant articles pertaining to the selling and advertising activities of the National Lamp Works that appeared in *Printers' Ink* Publications: "The De-centralized Advertising Department—What Has Happened to It?" (Monthly), June, 1921; "Using Your Copy

Inside the Plant" (Monthly), April, 1921; "National Lamp Works Helps Dealer to Help Himself" (Weekly), January 27, 1921; "The New Spirit of the Farm Advertisement" (Monthly), January, 1921; "The Square Carton versus the Rectangular" (Monthly), October, 1920.

The following officials of the National Lamp Works of the General Electric Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
C. C. Skiles	Mgr. Shelby Lamp Div.	Yes	Yes
H. D. Laidley	Mgr. Federal Lamp Div.	"	No
Rex J. Cole	Mgr. Duplex Ltg. Div.	"	Yes
N. C. Boynton	Mgr. Buckeye Lamp Div.	"	No
Guy P. Norton	Sales Mgr. Duplex Ltg. Div.	"	Yes
F. B. Duncan	Office Mgr. D'plx Ltg. Div.	"	"
H. W. Hahn	Duplex Lighting Division	"	"
P. B. Zimmerman	Mgr. Publicity Dept.	"	"
W. E. Underwood	Publicity Department	"	No
J. M. Hickerson	Publicity Department	"	Yes
E. D. Stryker	Publicity Department	No	"
R. E. Scott	Publicity Department	Yes	No
C. N. Siebold	Publicity Department	"	Yes
J. S. Herman	Publicity Department	"	"
N. W. Townsend	Publicity Department	"	"

* Information furnished by
National Lamp Works of General Electric Co.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

The Little Schoolmaster's Classroom

IN a talk with a man who has been for some years the president of his own company, the conversation turned to titles and their value to the men who carry them, in connection with which this man said to the Schoolmaster:

"I recognize the necessity and value of titles in business organizations though personally I have never attached much weight to them. Every time this subject comes up in my own company I am generally able to smooth the *amour propre* of the man who may be disturbed about his title with the following story:

"Out in Kansas there is a colored minister who was inordinately proud of a recently acquired degree of doctor of divinity. He never missed an opportunity to add the letters, 'D. D.' to his name in his correspondence. His pride in his honorary degree became so great that he even signed his checks with the two letters suffixed to his name. One day, being met upon the street by a brother minister who had no such degree, he was asked with some acerbity 'What-all does disyere mean, D. D., on youh chaik?' He answered proudly, 'That means, suh, doctah of divinity. What did you think it meant?' His colored brother in the church replied, 'Donated Dignity!' And he was more right than wrong."

* * *

It is sometimes interesting to know a man's attitude toward any title he may possess. One man, prominent in the publishing field, wrote the Schoolmaster recently:

"Every so often you ask me what is my connection with this house. Specifically, what is my title. I have told you I have no title, but you seem determined that I shall have a title. Will you kindly understand that I have no title and do not expect to have any?"

Another man who has gone far

in the advertising field puts it this way:

"I regret that it is impossible for me to comply with your request. To the best of my knowledge and belief, after careful analysis, thorough study and intensive investigation, I cannot find that I have any more title than a Mexican dog has hair, a Ford has coach-work or South Bend has skyscrapers."

However, titles serve many useful purposes, when considered apart from human vanity, and are designed to explain and define the bearer's precise place in the scheme of things. They help the man unacquainted with an organization to get quickly to the functionary best qualified to serve him, which thereby conserves the time of everybody. Titles are a necessity in business and no matter how much one may dislike the idea of using them, there is always the convenience of the stranger to think about.

* * *

As any man who has been on a "sucker" list knows, there is no high-pressure salesmanship which approaches in intensity that exerted by the man who is working the list.

A friend of the Schoolmaster recently gave him some information on the methods used. First of all, a bucket shop buys a sucker list containing as many as 100,000 names. Then armed with a small amount of information about the particular stock, a bottle of hooch and a bunch of cigars, one bucketeer goes into the room where the telephones are. This is called the boiler room. He then begins to call the names on his list, telling each prospective victim what a fine chance of making a quick turn there is, that Hoosis Oil is about to jump eight points, and all the other arguments which have been so well learned in the last few years. Some of the more industrious men in the "boiler" room

Sundries

Economists believe that the prosperity of relatively non-essential industries during 1923 will be greater than that of basically essential industries. "Sundries" in many cases is a term interchangeable with "luxuries." Luxuries are mainly bought by or for women.

This agency has a remarkable record of success in advertising women's products.

Write for the following booklets:

"How to Judge an Advertising Agency"

*"Points on Merchandising Advertised Products
Through Department Stores"*

*"Merchandising Advertised Products
Through Drug Stores"*

J·H·CROSS^{CO.}

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau

A REMARKABLE young man with a good head on his shoulders and both feet on the ground. He's had exceptionally valuable training and knows how to use it. Also how to handle men. He qualifies as

Adv. Mgr.—Sales Mgr.
or Sales and Adv. Mgr.

I have seen him work; I know he will make good. He knows advertising and modern selling methods and is a good salesman himself. His ideas on salary are temperate. Write "R. G.," Box 214, care Printers' Ink, New York.

DO YOU WANT

Increased

MAGAZINE CIRCULATION?

We have a plan which has already made good. This plan equips you with a permanent, additional, country-wide sales organization in small as well as large towns. The organization belongs to you. The first year this plan is used should net you an increase of 10,000 to 50,000 net paid circulation!

Applicable to any national magazine of 75,000 or more, established monthly or weekly circulation.

We can handle only a few accounts at present. Our plan being neither a subscription or other "campaign" or "scheme" means that our entire best efforts will be devoted to a very small number of clients.

All replies will be held in strictest confidence. If you want additional substantial circulation (the kind advertisers like), we will be glad to outline our Sales Plan. Write "D. N.," Box 212, Printers' Ink.

even have an extra man on hand to pour the drinks and light the cigars.

Two men who used to work in such a room, and have recently been turned over to the District Attorney, boasted that they hooked an average of one sucker out of every five on the list.

The Schoolmaster passes this information on to the Class for only one reason. With a notoriously bad product about which most of their victims have been warned in advance, with no personal contact, no sincerity, no background of good-will built up by honest dealings over a long period of years and no consistent advertising as a constant reminder of this background, these wolves of selling nevertheless manage to sell one out of five people over the phone. The more calls they make the more crooked stock they get rid of.

A salesman selling a product which instead of being a sure source of loss to the buyer will serve him and be a sure source of profit should remember that there is a constant law of averages working in his favor. The more people he sees the more he will sell, just as surely as income taxes come due and the tide rises and falls. Calls, ideas, more calls, helpful advice, more calls, then four more calls after the day's work seems completed—this procedure is an almost infallible formula for the salesman's success. The better his product and the more his firm helps him by advertising, the larger the percentage of sales to calls will be.

* * *

A member of the Class called the Schoolmaster's attention to a full-page advertisement in a Detroit newspaper a few days ago.

More Paid and Proven Circulation than any magazine in the restaurant or hotel field
Send for survey and copy

**The AMERICAN
RESTAURANT**

The Magazine For Eating Places

123 W. Madison St.

Chicago

WANTED—Salesmen For a Big Job

The job we have to offer is one that can be filled only by ambitious, hard-working, economical young men. It is a job that means the development of real selling power. It means constant application and very often working into the late evening, and the possible elimination of your Saturday half-holiday for the first year.

The reward to the men who "come through" is big. It means a branch office managership in one of the many operating regions. The position is a commission one with a drawing account. The places we have open are located in nearly all of the States.

Please do not waste our time or yours unless you are prepared to make sacrifices to establish your right to promotion.

SALES MANAGER
PHILLIPS-JONES CORPORATION
1225 Broadway
New York

VAN HEUSEN
REGISTERED
the World's Smartest **COLLAR**

I Can Get You More Sales In Baltimore and Washington

To one or two manufacturers who want to get their proper share of the business in Baltimore and Washington, I offer my services as sales representative. Prefer products selling to Department stores, Notion and Drug stores. Cover every worthwhile wholesale and retail outlet. References confirming ability, honesty, and trade good-will gladly furnished.

"Live Wire," Box 219, P. I.

An Agency Opportunity

The vice-president of a New York City advertising agency will resign from his present connection in January, 1923. He will consider an opportunity to join another agency in an executive capacity. His reputation is well established as a plan and marketing man and he is willing to invest \$5,000 in an agency proposition that is sound and which promises permanency. Write for appointment, giving full information.

Address "K. A.," Box 218, care of Printers' Ink.

Manager of Advertising Wanted

by The Edward Malley Co.,
New Haven, Conn.

Applicant must be capable of writing interesting Department Store copy and have had experience in Department Store Sales Promotion. State full details of previous positions, salary wanted and submit two or three specimens of work.

It was the advertisement of a drug store, and there was one striking feature about it which justifies bringing it before the Class. The name of the store did not appear anywhere in the copy.

The member of the Class who brought in the advertisement says that practically everyone in Detroit knew immediately that it was the advertising of Kinsel's drug store. Offhand the Schoolmaster is rather inclined to believe that the advertiser knew pretty well that his copy would be identified readily. Newspaper space in Detroit as in other metropolitan cities costs money—lots of it. And this was a full-page advertisement.

The thought in the back of the Schoolmaster's head is that this drug store has somehow succeeded in giving its advertising a real identity to customers. If this were not the case the owners of the store would not gamble with full-page space and remain in business long. Perhaps the key to the identity of the store lay in some slogan or other detail which has become part of the store's individuality. The Schoolmaster observed that the copy stated prominently that the store "does

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

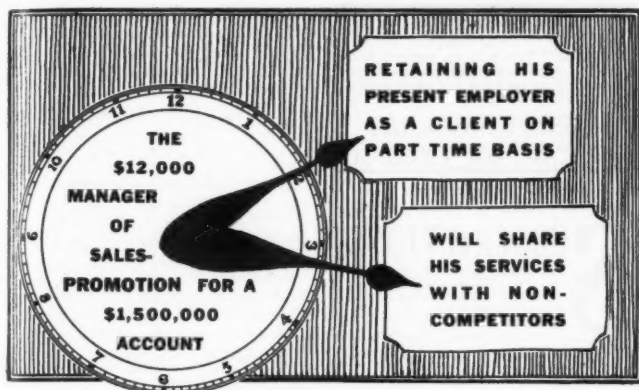
"Standard Remedies"
(440 South Dearborn, Chicago)

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG



“One hour of his time was worth \$17,000 to me!”

—said a famous manufacturer

“After months of investigation we were all at sea. We told him our problem. In sixty minutes he came back with the *right* answer. It was perfectly obvious—but we couldn't see it before. He saved \$17,000 worth of machinery from the scrap heap—and *insured* the success of a new selling policy.”

By a six weeks' economic survey and analysis he laid the foundation for the present (nine-year-old) advertising policy and sales-research plan of the dominant institution in one of America's greatest industries.

In another great industry he conceived and developed a unified advertising plan that proved a financial life-saver for a combination of thirty-two distinctively competitive and dissimilar brands—did it in less than a month.

In *eleven minutes* he conceived, wrote and laid out a single piece of copy for a proprietary article which has run unchanged for five years—and has been the back-bone of the advertiser's success. For a famous correspondence school he produced, in *ninety-five minutes*, a similar long-run piece of copy which has broken all records for big returns and low costs in magazines and newspapers.

He has a similar record of notable accomplishments in many other lines, including food-products, toilet articles,

soaps, textile specialties, silverware, business and household appliances.

“Clear thinker.” “Fast worker.” “Quick grasp of a new proposition.” “Good advertising judgment.” “One of nine or ten advertising men who really understand modern merchandising.” “Knows what to say, when and where to say it, and how to write it and display it.” “Advertising economist.” “Understands the real market, the public, and how to influence it.” “Scientist in knowledge, craftsman in art—of advertising.” These are some of the more moderate comments of leading national advertisers, agents, publishers and others with whom he has been associated as copy writer, copy chief, production manager, account handler, research and plan man, advertising manager, independent writer and counselor.

The subject of the above comment and endorsement, now director of sales promotion and advertising production for the dominant concern in its field, has so organized his work as to make it possible—with the consent of his present employers—to share his services with other manufacturers (of non-competing products) either as advertising manager or as special counselor upon part-time basis.

If you want intimate, personal service of high calibre for a moderate outlay address

“Ad-Speed,” Box 223, Printers' Ink.

FOURTEEN POINTS POINT THREE

ETHICS—You will be pleased and satisfied with our observation of the highest standards of business ethics in handling of delicate or difficult negotiations.

ROBNETT-HONES, Inc.
Personalized Vocational Service
20 W. Jackson Blvd., Chicago, Ill.

SUBSCRIPTIONS

Renewals, special offers, classified, etc. Highest percentage at less cost using Fallon's New Return "Cash-Order" Device
Write for Sample. Prices Reduced.

J. FALLEN & CO., Columbus, Ohio

Advertising and Selling

A thorough training at a famous school for a great opportunity.

Prospectus free. Address
Instructor in Advertising
Bryant & Stratton College
Buffalo, N. Y.

Env-o-Blanks

Make Ordering Easy

Users Are Boosters Ask for Samples

American Loose Leaf Mfg. Co.
Sole Makers • CHICAGO

ALEXANDER WOLSKY INC.

Markets of 15 MILLION PEOPLE
The FOREIGN LANGUAGE FIELD OF THE UNITED STATES
EST. 1895
COMPLETE ADVERTISING SERVICE IN ALL LANGUAGES
PUBLISHERS' REPRESENTATIVES

Northern New England

MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5363000

For 25 years we have been building a plant and organization to dominate this territory in the Painted Outdoor Advertising field. A complete, efficient service is now offered.

This service waits on your requirements

THE KIMBALL SYSTEM

Main Office Lowell, Mass.

The "CLASSIFIED" Clearing House

NEW YORK - ARKENBERG SPECIAL AGENCY - CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

not pay commissions to its clerks for selling 'just as good' merchandise." Yet it does not matter particularly where the key to the store's identity is located. The important fact is that it is actually there.

* * *

How many national advertisers, the Schoolmaster wonders, are there who have succeeded in building a distinctive and outstanding personality into their advertising? Not enough to cause any uncomfortable congestion in the advertising pages. Freak layouts, bizarre art work, unusual typography, trick copy . . . none of these will do it. And all of these together are not enough without continuity.

The Schoolmaster ventures to say that he can recognize the manufacturer's advertising of the Hupmobile, the Mimeograph, Fisher Bodies, Scotch-Mist coats, Phoenix Hosiery, Kodaks, whether or not the name of the manufacturer or dealer appears. It might prove a profitable experience for more than one manufacturer to ask himself seriously: How would my advertising look if the name were omitted? Would it register definitely and indelibly as mine? Would readers recognize it—know it for a certainty for what it is?

Howell Cuts
for houseowners
direct mail and other advertising
ask for proofs
Charles E. Howell • Flisk Building • New York

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ADVERTISING AGENCY

Established, recognized, good standing, reputation; unusual opportunity; must sell; leaving town. Address Box 676, Printers' Ink.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

\$600 Cash, balance on liberal terms, will purchase a good small printing plant with open press, 12x18 C & P with Miller Feeder, Virkotype, Stitcher, Cut-Cost Cabinet, Type, Wood Type and Supplies necessary to a complete Plant. Address Standard, Box 685, P. I.

There is a Printer Out of Town—one hour from Penn. Station—equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. Glen Cove Press, Inc., Glen Cove, L. I. Tel. 498.

Space for Rent—1000 sq. ft. at \$125.00 per month, in connection with a job printer; all or part can be secured, with freight and passenger elevator service; fireproof, steam-heated building. For printer, bookbinder, embosser, engraver or linotype. Can give part trade for rent. Apply Mr. Young, 1780 B'way, Fifth Floor, at 57th St., Circle 4568.

✱

To introduce new line of novelties to advertising world I offer genuine pigskin bill fold, containing 3 pockets, actual value \$7.50,

for \$3

Moehring, 56 Pierrepont St.
Brooklyn, N. Y.

✱

Manufacturer's Representation—Two American gentlemen, highest references, seek exclusive distribution New York City and surrounding territory. Advertisers have broad experience, are acquainted with the territory and will employ considerable sales force. Imported goods, automobiles or supplies. Box 130, Room 2, 120 E. Fordham Road, N. Y. C.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

HELP WANTED

Stenographer, male, with some advertising experience, to act as assistant in sales and advertising departments. Exceptional opportunity for advancement for intelligent worker. Box 692, P. I.

WANTED

Young college graduate to solicit advertising in New York territory for Eastern farm paper. Address Box 677, care of Printers' Ink.

SALESMAN

High-class salesman with a following, to solicit art work and commercial photographic business. Write Underwood & Underwood, 6 East 39th St., Commercial Dept., with full details of past experience.

PROOFREADER, practical, of education and ability is wanted by The Curtis Publishing Company, Philadelphia. Apply by letter only, addressed to the Employment Department, Sec. C, giving age, references and information as to qualifications and proofreading experience.

Copy Writer Wanted—Man not over 35, who has his feet on the ground and can write plain, simple, direct English. Writers of pep, punch and palaver not wanted. For the man who can qualify, a good position is open in the Advertising Department of a well-known national advertiser, selling through dealers and also direct to technical trade. Located in western New York. Experience in magazine, trade paper, form letter and mail folder copy desirable. Reply in detail, enclosing as great a variety of work samples as possible; with complete personal history, covering education, positions held, number of years in each, age, and state salary wanted. Enclose photo of any kind with reply, if possible. This is an opportunity for a first-class, experienced copy man. Reply Box 686, Printers' Ink.

ADVERTISING SOLICITOR WANTED (female) for a woman's publication. Would like to hear from a college graduate with some experience and plenty of energy, who can represent with credit a high-class circulation and who has a distinct ability for making sales. Reply by letter to Box 694, Printers' Ink.

Stenographer-Secretary-Executive For New York Agency head. Unusually expert, practical and intelligent young woman, capable of assuming details. Requirements are for high-class, energetic worker, with ability to supervise. State full particulars, present salary; confidential. Box 681, Printers' Ink.

SALARY OF \$5,800
plus interest in business
New York City

An opportunity which will not be duplicated in 1923, for salesman who can invest \$3,000 plus services in high-class strongly-backed business directory. Outline experience and give references. Box 679, Printers' Ink.

**PHOTO-ENGRAVING
SALESMAN**

POSITION OPEN FOR
FIRST-CLASS MAN. THE
GILL ENGRAVING CO.

WANTED

A good man for Direct-by-Mail Advertising; also to manage Sales for an established Jobbing House in Oil Well Supplies, also Mine and Mill Supplies.

Also one man in the Purchasing Dept. and one in Sales Dept. More than mere positions for the right men. Address Box 659, Butler, Pa.

OPPORTUNITY

Would you like to grow with a progressive printing and advertising business? We operate a modern printing plant located in a large city about 175 miles from New York City. We need a Direct-by-Mail Specialist—one who can analyze business, plan, write and sell. Send samples of previous work with references. State salary.

Box 671, Printers' Ink.

Advertising Service Department of trade publications reaching men's wear retailers has opening for a copy writer of unusual ability.

A knowledge of the manufacturing field will be an advantage, but a good, clear, versatile writer will also qualify.

We are looking for real ability—good ideas—good imagination—good sense—good execution!

Write fully what you have done—and what you would like to do.

Box 693, Printers' Ink

WE CONNECT THE WIRES

WANTED — ADVERTISING AGENCY EXECUTIVE and contact man experienced in handling automotive accounts. Must have organizing and selling ability and know methods of reaching the buyer through the jobber. Position in north Central West offers \$5,000. If you have the right equipment, cover fully in first letter. We require no initial fee.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

WANTED—Manager-Salesman Office Supplies, Office Furniture. Must be well posted on Art Metal Lines. Young man desiring to live South preferred. Give full details with references and photograph. Queen City Printing Company, Charlotte, North Carolina.

ARTIST

We have an opening in our Art Department for a Shoe Artist. Must be familiar with all details of work from laying out to finishing up in any medium. Steady position. State salary and experience. Box 672, Printers' Ink.

MEN WANTED

The advertiser is the publisher of a number of successful trade journals in Chicago, looking for young men who aspire to become advertising-space salesmen. The object of this ad. is to secure applications from young men who feel they have the call for this kind of work, and who would like the opportunity to test themselves out under favorable conditions, without nagging or undue pressure. The publications are established, prosperous, conservative, not the least in the fly-by-night or adventure class. The advertiser has a preference for filling his occasional important vacancies from self-developed material. Applicants must have groundwork in the advertising or publishing business. Among the class of young men who would qualify for this opening are employees of advertising agencies who feel they possess the selling instinct; editorial men who see no chance where now located, and prefer selling to writing; young solicitors on hopeless papers; newspaper or journal employees where the boss believes in boosting his own relatives, and the like.

Selected men will be given a fair trial at a living but not an extravagant wage, to see if they are the kind of material we want to tie to for keeps. Please make your letter a real exposition of "why" you think you can deliver, who you are, and what you are now doing, just what you know about the publishing business, etc. Your letter will be treated with absolute confidence and returned to you if you desire. Instant action is not required. Think it over, and then write to A. X. L., Box 670, care of Printers' Ink.

VERSATILE ARTIST—We have a lot of work for a freelance artist with original ideas for lettering, designing and illustrating folders, booklets, broadsides, cards, etc. Write for appointment. Box 673, Printers' Ink.

WANTED—Manager Printing Department. Must be accurate estimator and Salesman—Know papers and competent on High-Class work—Commercial, Blank Books, Catalogues. Young man desiring to live South preferred. Give full details with references and photograph. Queen City Printing Company, Charlotte, North Carolina.

COPY WRITER

One of largest department stores in Pennsylvania has opening for man to specialize on Men's Store copy and capable of handling entire layout. Salary around \$50 a week to start with assurance of advancement. Negotiations confidential. Send samples of copy that can be spared and full outline of experience, age and salary. Box 687, P. I.

MISCELLANEOUS

PUBLISHERS—ATTENTION!

We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept. 170, Hannibal, Missouri.

POSITIONS WANTED

Advertiser will be in New York middle January; wants advertising lines—service—for Pacific Coast territory. Have organization of many trained salesmen. Address Box 684, Printers' Ink.

ADVERTISING STUDENT

Wishes to connect with agency of good standing. At present employed. 8 years' business experience (2 years of printing). Box 689, Printers' Ink.

ADVERTISING EXECUTIVE—Experienced in artistic layout, drawings and dignified copy preparation. Open for engagement managing advertising department, manufacturer, wholesale or retail business. New York City or vicinity. Commission basis. Box 688, P. I.

CIRCULATION MANAGER

Now in active charge of a metropolitan paper.

Wants position demanding real ability.

Analytical mind, persistent and thoroughly reliable.

Excellent references from present employer and other.

Address Box 683, care of
Printers' Ink

EXPERT TYPOGRAPHIC LAYOUT
MAN WILL GIVE PART-TIME SERVICES IN EXCHANGE FOR OFFICE DESK ROOM. BOX 680. PRINTERS' INK.

WRITER-ARTIST—First became successful ad writer. Next established position as free-lance artist. Am now ready to combine the two. Rare combination. Free-lance or part-time basis. Investigate. Box 695, Printers' Ink.

COPY CHIEF

Eleven years' big agency experience handling many successful campaigns. Now adv. manager large corporation. Open for part or full time N. Y. mfr. or agency. Box 691, Printers' Ink.

AN ADVERTISING WOMAN

A vibrant personality, ability to write in a forceful, interesting manner, and thorough experience in writing advertising copy for women's wear and accessories.

These are offered to any department or specialty store, or advertising agency to whom these qualities will be an asset. Box 682, Printers' Ink.

CONTACT MAN

A man of wide experience in many lines, genial, with the gift of keeping clients well pleased, seeks a connection with an agency or commercial house where his talent will be of immediate value to his employers. Good personality; good health; industrious. Box 674, Printers' Ink.

SITUATION WANTED as publisher's advertising representative (trade or general) by man with 10 years' experience; has traveled over 150,000 miles and possesses general knowledge of advertising from previous connections with publishers and advertising agencies; familiar with East and West; can operate as advertising manager as well as representative; prefers commission basis on permanent proposition which will net \$5,000 first year; present contract expiring January 20th; past and present employers will testify regarding productivity of work. Box 690, Printers' Ink, Peoples Gas Bldg., Chicago.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

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Outdoor Advertising

NATION-WIDE

110,000,000 Circulation

Calumet Baking Powder sales are two and one-half times as much as any other brand.

Outdoor Advertising has played a leading role in the phenomenal advancement of this business.

Thos. G. Sack Co.

CHICAGO

Harrison
Loomis &
Congress Sts.

Branches in 46 Cities Operating in or
Representing 8,500 Cities and Towns

NEW YORK

Broadway
Fifth Ave.
at 25th Street

Chicago Tribune Rate Adjustment

During the past thirty months the circulation of The Tribune has increased 100,000 on week days and 150,000 on Sundays. Therefore a rate adjustment became necessary. Rates per agate line have been increased 10 cents on week days (to 80 cents per agate line) and 15 cents on Sundays (to \$1.15 per agate line). There is not a paper in the United States of 100,000 circulation selling its national advertising for 10 cents a line—yet that is what The Tribune is charging for this increase.

At the above rates and on a basis of November circulation (532,000 on week days and 853,000 on Sundays), Tribune advertising is selling for \$1.50 per Milline on week days and \$1.35 per Milline on Sundays. Realize, also, that these low Milline rates buy space in a medium which wins extraordinary response from the best classes in a rich market.

Compare these Milline rates with those of other newspapers or periodicals.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for FREE copy of the BOOK of FACTS

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES